

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

VOL. CLXXII, No. 1

NEW YORK, JULY 4, 1935



**GOOD NEWS
FROM THE**

BOTTLE- FIELD!

It was early in 1934 that the Clicquot Club Company commissioned us to lead an advertising attack in their business of selling fine ginger ale.

We welcomed the assignment, and immediately advanced to the shell-scarred bottle-front with (1) infantry, (2) tanks, and (3) artillery—



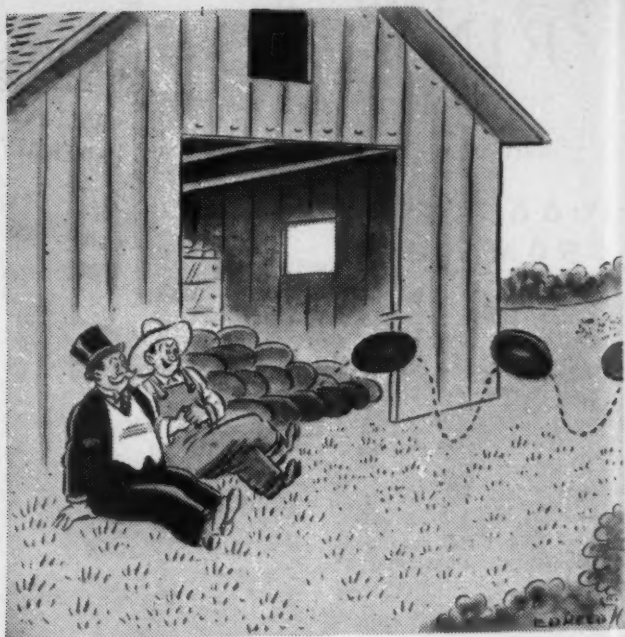
- 1** *A strong newspaper and magazine program.*
- 2** *A full-quart bottle (the only nationally distributed ginger ale to offer a full quart).*
- 3** *And an intelligent and progressive merchandising and promotional plan.*

As the year of 1934 drew toward its end, all division reports indicated a consistent sales advance. And when the campaign closed, Clicquot was 26.7% ahead of 1933!

We call that a good year's work. So did Clicquot. They asked us to carry on in 1935 . . . and the rattle of "empties" coming back to Millis, Massachusetts, for refilling, is music to their ears and ours!

N. W. AYER & SON, INC.

ADVERTISING HEADQUARTERS WASHINGTON SQUARE, PHILADELPHIA
NEW YORK • BOSTON • CHICAGO • SAN FRANCISCO • DETROIT
LONDON • MONTREAL • BUENOS AIRES • SÃO PAULO



"That was a clever idea, crossing those watermelon seeds with jumping beans!"

Dominant advertising scheduled in The Des Moines Register and Tribune (271,917 daily circulation) will "jump" Iowa sales. Bounce your advertising message to Iowa's "Top-Third" buyers at lowest milline costs in Iowa.

WH
cl
who k
thwarts
Daun
a whit,
monish
M. Ho
with ne
seventy.

Yes,
least th
of them
plain w

The
which
action b
lack of
that cas
leprosy
factory.

As th
last wee
the An
Associat
report o
"Peace
anti-soci
ica's bo
sumer i
ence be
pint. T
cost of
ing dow
the conv
pected t
mauling
harsh w
all. Cr
ingly sin
consume

"The
chandisin
with pra
hand is
dustry a

PRINTERS' INK 17

NEW YORK, JULY 4, 1935

This Week

WHO knows what selling talk clinches a sale? Conversely, who knows what hidden reason thwarts one?

Daunted not a whit, nor even half a whit, by the superstition that admonishes against negation, Andrew M. Howe opens this week's issue with negatives to the number of seventy.

Yes, it seems that there are at least that many reasons—and many of them are quite sensible—that explain why consumers don't buy.

The reasons, at least a few of which ought to suggest counteraction by merchandisers, range from lack of money to that rumor about that case of leprosy—or was it a leprosy epidemic?—in the cigarette factory.

* * *

As the matter was revealed at last week's Chicago convention of the American Home Economics Association—see the on-the-ground report of P. H. Erbes, Jr., headed "Peaceful Ladies"—at least two anti-social forces are biting America's body economic. One is consumer ignorance about the difference between ten ounces and a pint. The other, which is the high cost of children's clothes, is holding down the birth rate. Otherwise, the convention, which had been expected to give advertising a spirited mauling, passed off with very few harsh words and no casualties at all. Crystallized spirit: A seemingly sincere desire to provide the consumer with more complete data.

* * *

"The voice is the voice of Merchandising, ostensibly concerned with practical expediency; but the hand is the hand of Fear." Is industry afraid to commit itself, in

advertising space, to upholding standards of wages, hours, and trade practices? Blithely, Arthur H. Little wades into the question: Is industry afraid of being revealed a hypocrite? If you care to follow him, see "Priceless Ingredients."

* * *

As another consequence of the voiding of the NRA, C. B. Larrabee sees new tasks, new responsibilities and new opportunities for trade associations. "It is obvious," he observes, "that if industry is alert to its needs, even the most bitter opponents of NRA may find that the Recovery Administration, at its most unconstitutional heights, was not without its benefits." And certainly, he adds, some of the strongest associations now are busy, capitalizing their NRA experience.

* * *

Three little words! In a courtroom in Seattle, they brought \$2,500 each. The litigation, which revolves around a brewery slogan, may set important precedent by which our courts may recognize and appraise merchandising ideas. Because of its importance, P. I. covers the case in considerable detail, describing the clear-cut issue. See "That Agency Idea Suit."

* * *

A fence is a fence. To a copy writer, it offers little inspiration. "Perhaps," concedes the conservative W. H. Childs, "fence advertising has lacked some of the spectacular features used in advertising other products." But as Mr. Childs goes on to prove—he is sales manager of the wire division of the Continental Steel Company—even unexciting fence can be merchandised intelligently, aggressively, and

effectively. See "To Farmers, Via Retailers: a Fence Sales Plan."

* * *

Mr. Tippens writes a letter. Mr. Tippens writes to customers of the Felt & Tarrant Manufacturing Company, reminding them that the company operates a school for Comptometer operators. And thus Mr. Tippens helps his company fill in the space **between salesmen's calls**. To accomplish the same purpose, as M. L. Harter points out, there are a number of other ways, all interesting.

* * *

No meeting of the National Retail Dry Goods Association can avoid interesting manufacturers. This week P.I. summarizes this summer's convention, presenting—under the heading "**Retailers' Problems**,"—a digest of some of the more important speeches.

* * *

And speaking of breweries, as we were some paragraphs back, here is one that ran a **contest in reverse**. The Grand Valley Brewing Company, which dedicates itself exclu-

sively to ale, offered prizes for men who did *not* like Friars Old Stock. Most contestants, suspecting a joker, wrote the other way. But the prizes, still pending, will go to those who offer the best, constructive criticism.

* * *

Three authors—Courtney Ryley Cooper, Corey Ford, and Alastair MacBain—poked their pens into a booklet sponsored by the South Bend Bait Company. Non-fishing adcrafters will find the authors' copy unusual; and fishing adcrafters will enjoy it for other reasons. See "**Authors Turn Copy Writers**."

* * *

P.I. sizes up **stockholders as prospects** * * * Bolstering the market for staples, **National Brass** turns to specialties * * * **Prophy-lac-tic** uses color to win an injunction * * * National advertisers will watch **S. 3154**, designed "to protect independent merchants" * * * **Associated Coffee Industries of America** vote \$5,000,000 for co-operative campaign.

CONTENTS

Why They Don't Buy.....7	To Farmers, Via Retailers: a Fence Sales Plan.....50
ANDREW M. HOWE	W. H. CHILDS
\$5,000,000 Coffee Campaign....14	I See Where.....53
Peaceful Ladies.....15	G. M. S.
P. H. ERBER, JR.	S. 3154.....55
That Agency Idea Suit.....17	Color to the Rescue.....58
Priceless Ingredients.....25	Contest in Reverse.....64
ARTHUR H. LITTLE	Retailers' Problems.....65
Between Salesmen's Calls.....33	Stockholders as Prospects.....70
M. L. HARTER	Authors Turn Copy Writers....73
Associations After NRA.....37	Editorials.....84
C. B. LARRABEE	The Little Schoolmaster's Class- room.....88
When Staples Flop.....45	

es for
s Old
ecting
r. But
go to
struc-

Ryley
astair
into a
South
ishing
thors'
craft-
rea-
Copy

rs as
g the
Brass
-phy-
junc-
s will
pro-

es of
r co-

a
...50
...53
...55
...58
...64
...65
...70
...73
...84
...88

Summertime Host to Thousands

Recreational attractions along a 400-mile waterfront bring to Rhode Island beaches thousands of out-of-state vacationists each summer. To Rhode Island come also some 75 million vacation dollars distributed annually throughout this active market.

Providence is summertime host to thousands of tourists traveling to and from northern New England. It is also the shopping center of summertime guests who choose Rhode Island for their vacations.

Vacation business made its greatest comeback in 1934, yet the season of '35 should provide sales opportunities unequaled in recent years. Your best approach to a worth-while share of this increased wealth is through the advertising columns of Rhode Island's most widely read newspapers.

Providence Journal-Bulletin

CHARLES H. BERRY, ED.
BOSTON NEW YORK CHICAGO
K. J. REWELL, CO.
SAN FRANCISCO LOS ANGELES SEATTLE

SPEAKING OF COVERAGE



The Milwaukee Journal has more state, more city, more total home delivered circulation than any other Wisconsin paper.

THE MILWAUKEE JOURNAL

National Representatives . . . O'Mara & Ormsbee, Inc.

NEW YORK CHICAGO DETROIT LOS ANGELES SAN FRANCISCO

Though

A DV
res
they are
vertised
may get
earlier
into a s
exchangin
merchand
And he
sons why

1. They
this is
much the
do about
nity, how
advertiser
the prosp
venient p
would be
is not aw
has been
the prosp
product,
fault lies
or the de

2. The
though sh
a high-p
Wiley wi
that she
usually p
show her
lower. A
do this jo

3. The
vious ex
taught th
pay certa
some art
frequently
quality.

4. Price

Why They Don't Buy

Though Demand May Be Created, Here Are Seventy Reasons Why Sales Are Sidetracked

By Andrew M. Howe

ADVERTISING sells a lot of people who never buy. They read or listen to the message, they believe what it says, they are convinced that they ought to have the item that is advertised. They may decide to buy at the first opportunity. They may get as far as the store. They may be reminded of their earlier decision by point-of-sale advertising or be drawn into a store by it. But many never reach the final point of exchanging their money for the merchandise.

And here are the principal reasons why—seventy of them:

1. *They couldn't afford it.* When this is literally true there isn't much the advertiser can or should do about it. If given an opportunity, however, the dealer or the advertiser might be able to show the prospect how, through convenient payment plans, purchase would be possible. If the prospect is not aware of these plans, there has been a slip-up somewhere. If the prospect really can afford the product, but thinks he can't, the fault lies either in the advertising or the dealer.

2. *The price was too high.* Even though she may be able to afford a high-priced refrigerator, Mrs. Wiley will balk at paying a price that she thinks is too high. It is usually part of the dealer's job to show her why the price cannot be lower. Advertising cannot always do this job.

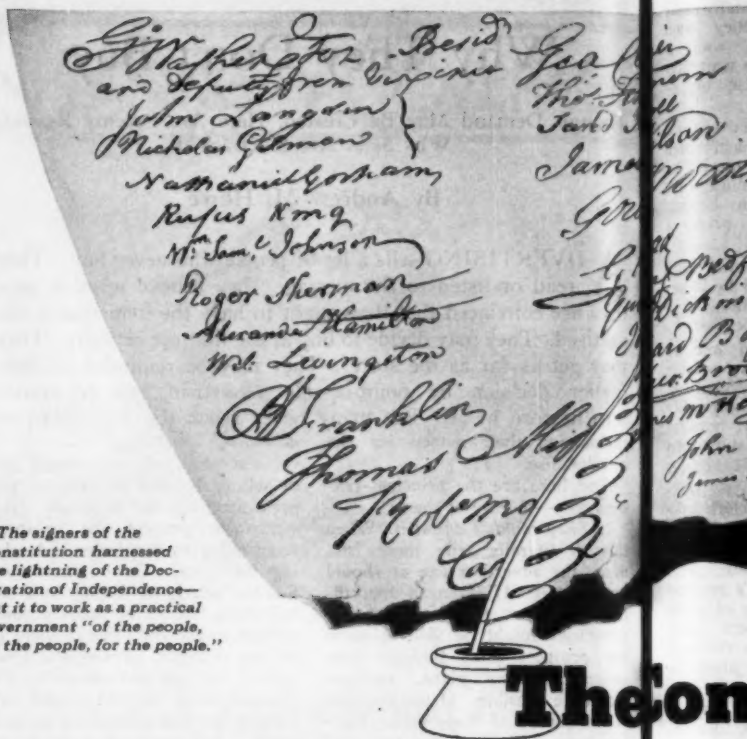
3. *The price was too low.* Previous experience or custom has taught the consumer to expect to pay certain approximate prices for some articles. A low price can frequently arouse suspicion as to quality.

4. *Price was unknown.* An ad-

vertisement can do a thorough job of selling, but the omission of the price may kill the final sale. Inertia will prevent the prospect from going to the dealer and asking the price. Or he may even find the article on display in a retail store, but not be aroused quite enough to ask the price if there is no tag in sight. Price is a vital part of any sale and eventually the prospect must be told. Each advertiser must determine for himself whether this information should be included in the advertising.

5. *They tried to buy it wholesale.* In larger cities, especially, there frequently is an attempt to buy even low-priced items at wholesale through a friend. If unsuccessful, the sale may never be made at all. Or the friend may be able to obtain a competing product at wholesale instead.

6. *They couldn't find a store carrying the product.* Perhaps the inclusion of a line in the advertisement "write for name of dealer" would have made a sale. Lack of point-of-sale advertising to identify stores handling the product is responsible for the ineffectiveness of some campaigns. No matter how strong the advertising may be, a prospect cannot be expected to



■ The signers of the Constitution harnessed the lightning of the Declaration of Independence—put it to work as a practical government "of the people, by the people, for the people."

PROBABLY not one per cent of the people in the United States have ever read the Constitution. Yet as a basic idea it exists in every adult mind. It is the vague but formidable safeguard of life, liberty, and the pursuit of happiness—the set of ground rules under which the common man may develop his capacities for success, or failure.

Under its provisions, far more people have been attracted to this country than to any other part of the world. Comparable wealth in natural resources has been offered by other vast unsettled areas. Yet the flow of migration has been to the United States—to the Constitution.

Assailants of the Constitution are the quickest to seek the protection of its

guarantees. One hundred and forty years after adoption, it stands as mother-idea of American nationalism to which all elements, by word or deed, acknowledge their allegiance and debt.

★ ★ ★

THE physical United States—3,000 miles of forests, plains, deserts, and mountains—was always a great product. But it took the mental concept of this product in relation to the needs of men and women—the Constitution—to give it pre-eminence among similar products. The value of property today is the result

advertising
you can nar
es in paste
ch owe the
same meth
sistently ap
he great
cies is on
ssity of a
ty to find
tact wit
Walter Tho

J. W.

Wm. Blount
Rick's Books Spaight
W. Williamson
J. R. Keady
Charles Chaswell Pinckney
Charles Pinckney
Pierre Blumenthal
William Law
Abraham
Medford
Dickinson
Barrett
Brooks
Henry
John Blair
James

Constitution

erty-... advertising.

ds as
 tional
 rd or
 and e
 State
 pla
 was
 t too
 produ
 nen
 on -
 ng si
 of
 result

you can name dozens of prop-
 erties in pasteboard, glass or tin
 which owe their present value to
 the same method, consciously and
 persistently applied.

The great difference among
 agencies is one of belief in the
 necessity of a basic idea, and of
 the ability to find an idea that makes
 contact with human need.

Walter Thompson Company is

never content merely to put prod-
 ucts into print. Products go to
 market armed with an idea, or
 the advertising is unsatisfactory
 to this agency.

That is why, in so many con-
 spicuous instances, the products
 advertised through this agency
 have become mental rallying
 points for the public—the prod-
 ucts which come to mind when a
 purchase is to be made.

J. WALTER THOMPSON COMPANY

Advertising

spend much time or energy trying to find a dealer who handles the line.

7. *Retail outlet was inconveniently located.* Similarly, the prospect will not travel any great distance, as a rule, to obtain one product. If a manufacturer does not have a conveniently located outlet, it is usually wise for him to either attempt to sell the product direct himself or, if the size of the purchase warrants it, have the distant dealer get in touch with the prospect.

8. *They couldn't find the product in the store.* The prospect may be moved to go to his nearest retail store, but he may hesitate to ask for the product once he is there or be distracted unless he sees the product prominently displayed or is reminded in some other way.

9. *They didn't like the store.* Some people don't like chain stores; some people prefer them. Some people would rather go without certain goods than patronize certain stores. The store handling your product may have a following among the wrong class of people.

10. *Retailer didn't have a complete assortment.* Your advertisement may have shown models or styles that the local retailer does not stock. If the prospect has made up her mind to buy a certain model, it may be difficult for the retailer to switch her. It is dangerous to put items in the advertising that only a few retailers handle. Incomplete sizes and styles these days are commonplace and responsible for many lost sales.

11. *They lacked confidence in dealer's ability to service.* The appearance of the dealer's establishment, his reputation in the community and volume of business he does are service factors that influence the sales of oil burners, electric refrigerators, automobiles and many other products.

12. *They couldn't get waited on.* Because so many stores, particularly the larger ones, are trying to operate with skeleton organizations, many sales are lost.

13. *Retailer couldn't deliver*

promptly. When people finally make up their minds that they want something they usually want it right away. Rather than wait they may buy something else or go without.

14. *Dealer didn't recommend product.* If the dealer hasn't been completely sold on the merits of the product, he may discourage his regular customers from buying. The dealer himself may prefer a competing product.

15. *Retailer was unfamiliar with product's sales points.* If he is unable to answer the questions of a prospect, the sale may be lost.

16. *Retailer substituted another brand.* It may be his own private brand or that of a competitor. Once more, if he isn't thoroughly sold on the product or familiar with it, he is likely to substitute.

17. *Salesperson oversold.* Overselling is often offensive. By talking too much the retail clerk may send away a half-sold customer.

18. *Retail salesperson was indifferent or was discourteous.* This is one of the store owner's greatest problems and the inability of many of them to obtain efficient salespersons and train them is reflected in the sales of advertised products.

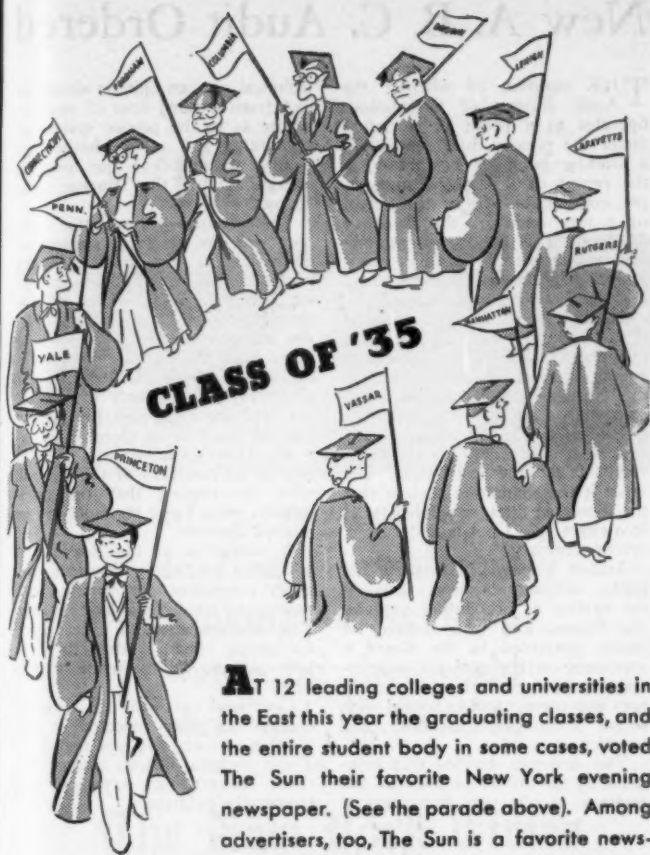
19. *Salesperson failed to ask them to buy.* The retail clerk may be able to answer questions, demonstrate the product and generally do a good selling job, but some prospects, still undecided, may need to be asked to buy.

20. *They didn't like the product.* It may be the size, the shape, the color, the smell, or any one of a hundred different factors that were not mentioned in the advertising or were unnoticed. In other words, the product must be right, it must be what the prospect expects it to be. The retailer must be ready to explain any apparent objectionable features.

21. *They were afraid product wouldn't wear well.* Durability, especially in these times, is a vital sales point with many articles. This objection, expressed or thought, must be answered by someone

(Continued on page 79)





AT 12 leading colleges and universities in the East this year the graduating classes, and the entire student body in some cases, voted The Sun their favorite New York evening newspaper. (See the parade above). Among advertisers, too, The Sun is a favorite newspaper in New York. They don't need a degree to know that in New York the young, intelligent, active people are excellent prospects and that consequently The Sun is an excellent medium. Common sense tells them that and years of successful experience bear it out.

The  Sun
NEW YORK

New A. B. C. Audit Ordered

THE question of whether the Audit Bureau of Circulations operates at a profit or a deficit under the present dues schedule—a leading point of contention in the report of the special newspaper committee—will be the object of a new audit of the Bureau's finances. This action was authorized at the annual Canadian meeting of the Board of Directors held at Montebello, Quebec, June 28.

The newspaper committee claims that the Bureau made an operating profit of \$6,605.62 in the fiscal year ending August 31, 1934, whereas the Bureau's own financial statement shows an operating deficit of \$19,631.34. This is based on a statement by a firm of accountants retained by the committee, and from it the committee reasons that the increased dues, scheduled to go into effect July 1 but now deferred, are unnecessary.

Arthur Young & Company, the public accountants who installed the system of accounting used by the Bureau and who audited its books, presented to the Board a statement certifying that the financial report presented to the members was correct and in accord with sound accounting principles and practice.

The directors decided that inasmuch as the difference between the findings of the two firms was a

technical one, an opinion should be had from a third firm of national repute as to the proper system of accounting and as to whether the Young statement of the financial operations of the Bureau was correct.

The newspaper committee's report was the principal subject of discussion at the meeting. An analysis of it, prepared by managing director O. C. Harn at the request of President P. L. Thomson was presented. No action was taken upon the various recommendations of the committee, as the directors wish to have more time for studying them and for receiving the reaction of members.

Mr. Harn's analysis was ordered sent to all members of the Bureau with the request that the committee's report and the analysis be studied together.

A committee of the Board was appointed to meet with the newspaper committee for further discussion in New York late in July. The appointment of the third accounting firm, satisfactory to both parties, will be made at this time.

Continued growth of Bureau membership was reflected in the election of forty-five new members. These include sixteen advertisers, three advertising agencies and twenty-six publishers.

Cole Made National Distillers' Advertising Director

The National Distillers Products Corporation, New York, has appointed John J. Cole director of advertising of all subsidiary and affiliate companies. He has been handling the duties of this office since the resignation of Clayton Cousens and, Seton Porter, president, announces, Mr. Cole will continue their direction instead of bringing in a new advertising executive. He will continue to exercise other executive functions. National Distillers' advertising appropriation will be controlled by a committee composed of Arthur W. Loasby, executive vice-president; Robert Barry, director of public relations in addition to Mr. Cole.

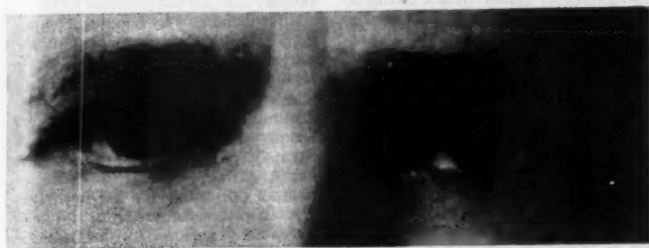
H. W. Newell, Vice-President, Geyer-Cornell Agency

H. W. Newell, has resigned as vice-president in charge of sales of the Frigidaire Corporation, Dayton, to become vice-president of the Geyer-Cornell Company, Inc., advertising agency. He joined Frigidaire as a salesman, successively becoming branch sales manager, branch manager and then vice-president.

Poynter with Ohio Paper

Nelson P. Poynter is now publisher of the Columbus, Ohio, *Citizen*, a Scripps-Howard newspaper. He has been business manager of the Washington, D. C., *News*, in which position he is succeeded by Howard Parish.

These astute eyes



of a partner in a
leading investment
banking house keep
watch on the world
each day by reading

The New York Times

3 out of 4 of the top executives of
the largest industrial, banking, in-
surance and railroad companies of
the country, responding to a ques-
tionnaire, stated they read The New
York Times.

\$5,000,000 Coffee Campaign

10 Cents a Bag Voted by Associated Industries to Pay Cost of 5-Year Program

BECAUSE coffee (in the abstract) has been keeping them awake lately, the Associated Coffee Industries of America are going to demonstrate that coffee (in the cup) does not keep people awake. To this and other educational ends the association unanimously voted a five-year \$5,000,000 co-operative advertising campaign in its annual convention at Chicago last week.

The reason for the figurative loss of sleep on the industry's part is the fact that coffee consumption has been at a standstill for some time and, more recently, has slipped off a little. Competition of other beverages, sometimes accompanied by subtle—and plain-spoken—fostering of superstitions and prejudices about coffee, in a large measure accounts for this. Current annual consumption is in the neighborhood of 1,350,000,000 pounds—one and a half cups per day per capita. The industry would like to see the day when two billion pounds are brewed annually.

The delegates, who represented about 75 per cent of the country's tonnage, authorized Chairman Herbert Delafield to appoint an advertising committee charged with developing plans immediately. Financing will be based on a voluntary assessment of 10 cents per bag on coffees imported. Annual imports being 11,500,000 bags, the annual appropriation figures to be approximately \$1,000,000. The convention commended two alternative plans for collecting the money to the committee's decision. One would be to secure the co-operation of the ocean carriers, who would collect the advertising funds as a surcharge on freight. If that does not prove feasible, collection at ports of entry through co-operation of local green coffee associations and port authorities will be tried.

The general terms in which coffee's institutional story will be told,

as developed in the convention discussions, center on three major points:

(1) Evidence to counteract anti-coffee beliefs and propaganda—particularly the one about sleeplessness. According to scientific and medical data which has been accumulated, coffee is no different from any other food product. Strawberries give some folks strawberry rash. Milk is a cause of protein poisoning for a few drinkers. Similarly there is a minority on whom coffee has an adverse effect. The program accordingly, will endeavor to demonstrate that for 97 per cent of the consumers the beverage is simply a mild, often beneficial, stimulant.

Educational Work an Important Factor

(2) Education on how to brew coffee properly. This is regarded as a very important factor in coffee's consuming position, since the industry is convinced that many housewives just plain don't know how to make coffee. Through the especially common failure to use enough coffee in the brew, the result is either too weak or too bitter and the product does not benefit by the maximum possible flavor impression.

Since beer has come along to be a major summertime competitor, education on how to make iced coffee is also on the agenda. Because of the ice ingredient, this properly calls for the use of more grounds than the steaming potion, a point which the industry feels is unappreciated by restaurateurs as well as housewives.

(3) The romance of coffee. The tradition surrounding the industry, it is believed, offers interesting background material for the institutional effort.

Peaceful Ladies

Expected Fireworks Against Advertising at Home Economics Convention Give Way to Reason

By P. H. Erbes, Jr.

ADVANCE rumors had it that one of the leading consumer-scenarios was to be a featured speaker at the Chicago convention of the American Home Economics Association last week, and that advertising and advertisers were scheduled to get a rough going over generally. Neither, however, was the case. With certain exceptions to be noted hereinafter, the general tone of the meeting on consumers was a reasonable and constructive one.

There were some harsh references by some speakers to "high-pressure advertising" and the "exploitation" wrought thereby. But to a male observer admittedly bewildered in the eddying swirls of two thousand healthy ladies bent on making homes happier, what seemed especially interesting was the amount of advertising done, at no small pressure, in behalf of certain products now being merchandised on a grade mark basis.

Principal beneficiaries were the A & P stores and the Chatham sheet people. Their labels, products and literature were given, by invitation, places of honor at the sessions on standards and many glowing references were accorded them by speech makers. At one session representatives of the two companies were introduced with great flourish to a beaming audience and asked to say a few words. In discussion groups numerous delegates indicated they were going to spread advertising material of these companies in their classes and discussion groups.

For whatever it is worth, there is a new angle on the subject of standards. Its value of course would depend on the actual amount of influence wielded by home economists in their consumer contacts.

Offhand, that would seem to be considerable. And to the partisans of the grading principle this approach, may have more real effect than all the speakers and governmental agencies that could be mustered.

Chief cussers and discussers on the standards matter were H. A. Mereness and Ruth O'Brien. Mr. Mereness is a member of the Consumers Standards Unit of the Consumers Advisory Board of the NRA. He's in consumer work. Miss O'Brien is chairman of the association's committee on standards. At one session these two held a round-table discussion on the thesis of how are you going to do anything for consumers if you don't know what they want. It was agreed that it wouldn't do any good to send out questionnaires because consumers don't know what they want. The simplest procedure, it was decided in effect, would be to tell the consumers what they want and then you wouldn't have to bother asking them.

Mourns the Passing of the Days of Barter

Mr. Mereness gave a more formal address at a later meeting. He mourned briefly the passing of the good old days of barter when both parties to a transaction "knew exactly what they were getting." The life of a consumer was simple and joyous then. (It would have no doubt added considerably to the nostalgia of Mr. Mereness had he known that, almost at the precise moment of his address, the Master Plumbers were meeting down the street at the Stevens Hotel and plotting a concerted offensive against fine, simple farm plumbing.)

As it is today, Mr. Mereness pointed out, we are "forced to pur-

chase our goods in closed packages." Moreover a lot of new materials have been invented which make buying more complicated.

As an example of the sort of thing that goes on now, he noted that most consumers don't know the difference between ten ounces and a pint. Some packers put up things in ten-ounce containers. "If deception is not intended," he inquired sharply, "what could be the use of this?"

The general policy of manufacturers, Mr. Mereness stated, is to make previous merchandise out of style and lower quality. Manufacturers, it seems, have a notion that women want style in the things they wear. Economists know better—it's utility. Incidentally, the high price of children's clothing—you have this direct from Mr. Mereness—has developed a lower birth rate, "which is definitely antisocial."

The answer to all this is quality grades. Descriptive labeling of canned goods, he announced without qualification of any kind, "is perfectly useless."

A little later in this session an indignant lady crawled over your announcer's feet toward the exit, voicing a muttered question as to why some of these people didn't move to Canada, personally she was tired of listening to this grading stuff.

John Benson, president of the American Association of Advertising Agencies, was a guest at some of the meetings. In a few brief remarks he pointed out that advertising people realize thor-

oughly that the consumer is the real boss of advertising. "Perhaps more than you realize," he said, "advertisers and publishers have been struggling with the problem of deception and vulgarity in advertising with more or less success. We are falling short because there is no co-operation from the consumer, who, after all, makes or breaks an advertising campaign. The fact that the consumer is now becoming self conscious is a very good sign."

Another speaker was Katherine Fisher, director of Good House-keeping Institute. She suggested that the breadth of choice available in merchandise today may not be the handicap some are trying to make it appear, but in fact an important contribution to good living. The grading argument, in her interpretation, resolves down to the simple point that the consumer can get more useful information out of descriptive terms than arbitrary symbols.

As nearly as could be estimated, the delegates are sincerely interested in promoting the cause of giving the consumer more complete data on what she buys. That can be done more effectively, the feeling seemed to be, by co-operation with producers and distributors than by trying to make a war out of it.

The convention went on record as favoring the establishment of "some permanent agency of our Federal Government specifically designated to study and promote the interests of the consumer in the national economy."



Max Gans Buys Sommer Agency, Changes Name

After forty-three years' association with the Frederick N. Sommer Advertising Agency, Newark, N. J., Max Gans, who joined this agency as an office boy, has purchased full control. His partner, William M. Sommer, has retired. Mr. Gans will continue the business as the Gans Advertising Agency. No change in personnel is contemplated.

* * *

Joins Detroit Agency

Briggs W. Buermann has joined the creative staff of Brooke, Smith & French, Inc., Detroit agency.

McLeary with Reincke-Ellis-Younggreen & Finn

F. Burnham McLeary, formerly account executive and copy chief of the H. W. Kastor & Sons Advertising Company and, more recently, a member of the creative staff of Lord & Thomas, has joined Reincke-Ellis-Younggreen & Finn, Chicago agency, as a member of its plan board.

* * *

Returns to Knapp Engraving

Edward Kramer, recently with the Master Color Engraving Company, New York, has returned to the Knapp Engraving Company, Inc., New York, after an absence of ten years.

Ry

TH
tis
presen
value
if the
the p
the a
rende
How.
plaint
sociat
Seattl
King
cision
week

The
and t
the c
Beer

The
to th
use a
verdic
Supre
Wash
being
prece
will l
traffic

In
ficers
sociat
brew
of ad
amon

Inc
entati
of th
was
hotel
Ryan
Cent
comp
perha
Ryan
took

Th
How
with

That Agency Idea Suit

Ryan Case, Now Before Washington State Supreme Court,
Vitaly Important to Advertising

Seattle, Wash.

[Special Correspondence]

THAT the services of an advertising agency in creating and presenting an advertising idea have value and must be compensated for if the idea is used, even though the presentation is unsolicited by the advertiser, was the decision rendered by a jury in the case of How. J. Ryan & Associates, Inc., plaintiff, vs. Century Brewing Association, defendant, both of Seattle, in the Superior Court of King County, on June 21. The decision was briefly mentioned in last week's PRINTERS' INK.

The plaintiff asked for \$50,000 and the jury awarded \$7,500 for the creation of the slogan "The Beer of the Century."

The case is packed with interest to those who create, sell, buy or use advertising ideas; and, if the verdict rendered is upheld by the Supreme Court of the State of Washington, to which the case is being appealed, it will establish a precedent and points of law which will be of vital import to all who traffic in advertising.

In the summer of 1933, the officers of the Century Brewing Association, then building a new brewery in Seattle, heard a number of advertising agency presentations, among them one by How. J. Ryan.

Incorporated in Mr. Ryan's presentation was the slogan, "The Beer of the Century." The presentation was made in a room in a Seattle hotel and those present were Mr. Ryan and three principals of the Century Brewing Association. Upon completion of the interview, lasting perhaps an hour and a half, Mr. Ryan assembled his material and took it back to his office.

The account was not placed with How. J. Ryan & Associates, but with another agency. Later in the

fall, however, when the advertising appeared and the beer came upon the market, the slogan "The Beer of the Century" played a prominent part in newspapers, twenty-four-sheet posters, walls, dealer displays, and radio broadcasts, as well as appearing on the labels and on the company's trucks.

As Mr. Ryan testified before the jury, he felt that his idea had been appropriated. "Ideas," he said, "are the only merchandise I have to sell. They are the groceries on my shelves. They are the products of my factory just as truly as beer is the product of a brewery."

He interviewed a number of attorneys to obtain legal advice as to whether or not he had grounds for action. One after another, they refused to take the case because they thought there was no basis for action. Attorney George H. Boldt, however, felt that Mr. Ryan did have a case, basing his opinion on one of the oldest principles of law, that of "unjust enrichment."

What the Plaintiff Had to Establish

When the case was finally brought to trial, after a number of preliminary hearings, the plaintiff was required to establish three points:

1. The priority of conception of the slogan "The Beer of the Century." In other words, it was incumbent upon the plaintiff to establish beyond a reasonable doubt, that he (or his organization) had first thought of and brought to the attention of the defendant this particular slogan.

2. That it is customary usage and practice in advertising agency practice that when ideas are used by an advertiser the person or firm presenting the ideas shall be compensated.

3. That a value, to the advertiser,

—DAILY—

New York Evening Journal
 Chicago Evening American
 Albany Times-Union
 Syracuse Journal
 Rochester Evening Journal
 Boston Evening American
 Detroit Evening Times
 Wisconsin News
 Baltimore News-Post
 Washington Times
 Atlanta Georgian
 Omaha Bee-News
 Los Angeles Examiner
 San Francisco Examiner
 Seattle Post-Intelligencer

—SUNDAY—

Boston Advertiser
 Albany Times-Union
 Syracuse American
 Rochester American
 Detroit Times
 Baltimore American
 Atlanta American
 Omaha Bee-News
 Los Angeles Examiner
 San Francisco Examiner
 Seattle Post-Intelligencer



HEARST INTERNATIONAL D V

NEW YORK · CHICAGO · DETROIT · CLEVELAND · PHILADELPHIA · ROCHESTER · ATLANTA



The Movement is OUTWARD

IT is admitted that a pebble, causing ever-widening circles when dropped into water, is a hackneyed illustration. Yet it is true. So is the fact that *sales-impetus*, started in any important market center, inevitably broadens.

That is why adroit manufacturers go, first, after the VITAL markets of America which buy the great bulk of merchandise, which can buy the entire output of most manufacturers.

Fifteen of these important areas may be sold by the 26 great Hearst newspapers which we represent . . .

By advertising in them, all selling power can be concentrated with timeliness and forcefulness . . . and with the certain knowledge that buying trends created will definitely broaden in ever-widening circles.

N A D V E R T I S I N G S E R V I C E

RODNEY E. BOONE, GENERAL MANAGER

CHICAGO - ATLANTA - MILWAUKEE - SAN FRANCISCO - LOS ANGELES - SEATTLE
ROCHESTER

of the slogan "The Beer of the Century" must in addition be established.

To establish the priority of the conception, the rough layouts of the Ryan agency, together with the testimony of Mr. Ryan and principals of the Century Brewing Association were introduced. The officials of the brewery declared that they had previously thought of the slogan but admitted that they in no way mentioned it when Mr. Ryan presented it to them. Mr. Ryan testified that the principals of the brewery in commenting on his suggestion, merely said that "it was pretty good."

Testimony of a Free-Lance Artist

A free-lance artist testified that he had made Mr. Ryan's roughs, fixing the date from his time cards. He further testified that at a later date, the agency which had secured the Century Brewing Association account called him in for preliminary roughs and that at no time in the discussion was the slogan "The Beer of the Century" mentioned. However, when he returned to this agency with his preliminary layouts, another slogan which had been given to him to be incorporated in his roughs was deleted and he was ordered to insert the slogan, "The Beer of the Century."

Three advertising agents were qualified as expert witnesses to testify as to the usage and practice in advertising work of compensating for ideas. All three testified that such compensation was customary whenever the ideas were used and this testimony was corroborated by both Mr. Ryan and the principal of the agency handling the account of the Century Brewing Association.

Properly to estimate the slogan's value to the advertiser was difficult. After a bitter contest, counsel for the plaintiff was permitted to bring into evidence the size of the defendant corporation, its volume of business, the territory covered, the amount of the advertising appropriation, the kind of media used, the nature of the business, and the suitability of the slogan as shown by its

inclusion in all the advertising material of the defendant except certain Neon signs. The foregoing, plus the expectancy of a reasonable continuance of the business with continued use of the slogan was made the basis of the plaintiff's counsel for asking for a judgment of \$50,000.

The three agency witnesses evaluated the worth of the slogan to the defendant, in amounts ranging from \$37,500 to \$75,000.

Counsel for the defense argued that such valuations were absurd, pointing out that, while origin by the plaintiff of the slogan was not for a moment conceded, by no stretch of the imagination could any such values be placed upon it. "The word Century," said the counsel, "is the name of the corporation. Beer is its product. At the most, all that has been added are two articles and a preposition—merely three little words."

Advertising witnesses, attempting to explain advertising theory were promptly silenced by a barrage of objections on the grounds of "incompetence, immateriality, and irrelevancy," and advertising men present were admittedly confused by the terminology of the law. But they had their innings, however, when certain evidence was necessary that required that the process of photo-engraving be explained, and the terminology of advertising proved as confusing to the keen legal minds as their jargon had to the agency men.

Intangible Aspects Made Case Difficult

Based on as intangible a thing as five words, two of which were patently the property of the defendant, and the others merely "the," "of," "the," the case was a difficult one to steer through the rocks of legal technicalities so that it would reach the jury. On one occasion, however, when the attorney for the defense had asked for a dismissal on the ground that no contract, express or implied, existed between the parties to the suit, the judge said, (in the absence of the jury, of course):

"I cannot agree with counsel that

there
this c
are c
stand
with
once
to p
this
does
impli

How
the C

Th
the j
conci

"Y
tiff's
follow

"1.
devis
tion,
applic
of de
plaint

"2.

prese
fenda
of ci
cating
same
plaint
shoul
trade
produ
plaint

"3.

cepte
sloga
ness
produ

"4.

and
plaint
fenda
and
value

"If
establ
propo
ance
verdic
the o
plaint
a fair
dence,
propo
must
"Yo

action
tial th

there is not an implied contract in this case if the plaintiff's allegations are correct. If I walk up to a fruit stand, take an orange and walk off with it, there is in existence at once an implied contract that I am to pay for that orange. Because this case deals with intangibles does not lessen the force of the implied contract."

How the Court Summarized the Case

The instructions of the court to the jury, which follow, present a concise summing up of the case:

"You are instructed that plaintiff's action is predicated upon the following propositions:

"1. That plaintiff conceived and devised the trade slogan in question, and that said trade slogan as applied to the product and business of defendant was original with the plaintiff.

"2. That said trade slogan was presented and submitted to defendant by plaintiff in the absence of circumstances reasonably indicating to a reasonable person in the same situation as defendant that plaintiff intended that defendant should be at liberty to use said trade slogan in advertising its product without compensation to plaintiff.

"3. That thereafter defendant accepted, adopted and used said trade slogan in the conduct of its business and in the advertising of its product.

"4. That in conceiving, devising and submitting said trade slogan, plaintiff performed services for defendant and that said services were and are of substantial pecuniary value to defendant.

"If you find that plaintiff has established each and all of these propositions by a fair preponderance of the evidence, then your verdict must be for plaintiff; on the other hand, if you find that plaintiff has failed to establish, by a fair preponderance of the evidence, any one or more of these propositions, then your verdict must be for defendant.

"You are instructed that in this action it is not necessary or essential that plaintiff prove or establish

that an express or direct request was made by defendant for the performance by plaintiff of the services for which compensation is sought; if you find from preponderance of the evidence, there are no circumstances in the case which would indicate to a reasonable person that the services were intended to be performed without compensation to the party performing them, and when the benefits of said services are accepted by the party for whom they were performed.

"If, under the evidence and the court's instructions, you find that plaintiff is entitled to recover, it will then be your duty to determine the amount, if any, to be awarded plaintiff as the fair and reasonable value of the services of plaintiff in question, if any. In determining the amount of the fair and reasonable value of the services in question, you have the right to consider the nature of the trade slogan in question, its suitability or unsuitability for the advertising of defendant's product, its advertising value to defendant, if any, and its general appeal or lack of it, the extent in volume and territory of its use by defendant, if any; the nature and character of its use by defendant, if any; the probability or improbability of its use by defendant, in the future; and generally all of the evidence and reasonable inferences from the evidence which in your opinion tend to establish the reasonable value of plaintiff's services, if any, in conceiving and submitting to defendant said trade slogan.

When Was Slogan First Known to Defendant?

"You are instructed that if you shall find from the preponderance of the evidence that the words "Beer of the Century" and the thought therein contained, were disclosed to or known by the defendant prior to September 14, 1933, then and in such event plaintiff will be entitled to no recovery from defendant under any theory of this case, and it will be your duty in the event you so find, to return a verdict for the defendant."

Seattle advertising agency ex-

Who would Overlook and its Sale of \$



NEV

ONALLY

ook INDIANA
le of \$569,972,000

UPON most sales-maps, Indiana is of prime importance. And rightly, for its yearly retail purchases of \$569,972,000, cannot be overlooked.

Yet a market of even greater size is lost to every manufacturer whose plans do not include the **NEW YORK EVENING JOURNAL**.

For in the more than 600,000 solid, substantial New York homes the Journal is the preferred newspaper . . . and always has been, year after year.

The open pocketbooks of these Journal families have meant the whole difference between loss and profit to scores of manufacturers.

NEW YORK  JOURNAL

•
THE NECESSARY NEWSPAPER
•

ONALLY REPRESENTED BY HEARST INTERNATIONAL ADVERTISING SERVICE
RODNEY E. BOONE, GENERAL MANAGER

ecutives, for the most part, have expressed keen satisfaction over the verdict, feeling that it is one that not only goes far to protect the creative efforts of advertising men, but that it also tends to increase the respect of advertisers

for such creative work. Nor is this satisfaction limited to agency men; printers, engravers, artists, and others dealing in original conceptions, feel that the law has taken an extremely important forward step in their behalf.

Wise Succeeds Perry as Advertising Manager, "Liberty"

Nelson R. Perry has resigned as advertising manager of *Liberty*, New York, according to an announcement received from the Macfadden Publications, Inc. Mr. Perry, who has been associated with *Liberty* since 1924, is succeeded as advertising manager by Harold A. Wise, who has been advertising manager of *True Story* since its founding, sixteen years ago.

Carroll Rheinstrom, heretofore advertising manager of Macfadden Women's Group and *Photoplay*, succeeds Mr. Wise as advertising manager of *True Story*.

Walter Hanlon, who has been promotion manager of *True Story*, becomes advertising manager of Macfadden Women's Group. Curtis J. Harrison becomes advertising manager of *Photoplay*, of which he had been Eastern manager.

No staff changes on any of the magazines are contemplated.

Stewart-Warner Appoints

C. C. De Wees

C. C. De Wees has been appointed assistant advertising manager of the Stewart-Warner Corporation, Chicago. Mr. De Wees, previously associated with the Grigsby-Grunow Company and later with the Rudolph Wurlitzer Company, will devote the major portion of his time in directing sales promotion and advertising of Stewart-Warner radio and refrigeration.

New York State Milk Campaign to Mathes

A campaign, which will involve an expenditure of \$345,000 in 1935, will be directed by J. M. Mathes, Inc., New York agency, whose selection was announced last week by Peter G. Ten Eyck, Commissioner of Agriculture and Markets at a meeting of the State's milk campaign technical advisory board.

Hupp Promotes Clarke

George Clarke has been advanced to the position of assistant director of sales of the Hupp Motor Car Corporation. He has been manager of the Detroit branch.

Heads Portland, Oreg., Club

Mrs. Jean M. Johnson has been elected president of the Women's Advertising Club of Portland, Oreg.

Brown and Herbst Advanced by "The American Weekly"

Frank C. Brown, Michigan manager of *The American Weekly*, with headquarters in Detroit, for the last four and a half years, has become assistant Western manager of *The American Weekly*, with headquarters in Chicago.

Clay E. Herbst, a member of the Detroit organization of *The American Weekly* for the last four years, has been appointed Michigan manager as the successor to Mr. Brown.

Mr. Brown has been with *The American Weekly* since 1929, when he joined the sales organization in the New York office. Previously he was automobile manager of the *Boston Sunday Advertiser*, another Hearst publication.

Husband and Wife Now Edit "Ladies' Home Journal"

A husband and wife now jointly edit the *Ladies' Home Journal*. The husband is Bruce Gould, the wife is Beatrice Blackmar Gould. Both attended the University of Iowa, where they first met, began newspaper work in Des Moines and later transferred their writing activities to New York. In collaboration, they are best known for the "Jimmie Faraday" literary broker stories and for several plays. Mr. Gould goes to the *Journal* from an associate editorship of *The Saturday Evening Post*. Mrs. Gould, who writes under her maiden name, started and edited the woman's section of the former *New York Sunday World*.

Philadelphia Office for Reynolds-Fitzgerald

Reynolds-Fitzgerald, Inc., publishers' representative, has opened a branch office in the Land Title Building, Philadelphia with J. David Cathcart in charge. He was formerly with N. W. Ayer & Son, Inc. and, more recently has been with the Al Paul Lefton Company, Inc., Philadelphia.

Colton Elects McAward

P. J. McAward, associated with the Wendell P. Colton Company, New York agency, in various capacities for a number of years, has been elected a vice-president of the agency.

Joins B. B. D. O.

James W. Bridge, formerly of Henri, Hurst & McDonald, has joined the Chicago staff of Batten, Burton, Durstine and Osborn, Inc.

Hon

A
Speak
ond
Pacifi
ciatio
Thom
Harv
"adve
nomic
to hav
as im
busin
to ha

"SWE
ve
Thus
a manu
advertis
favorab
coast su
propos
pages t
licly an
clare it
trade p
Chise

Honest
"For tl
Arthur
Shoe I
discount
remains
tion. P
soon co
ries need
that tim
tainly v
jority o
can be
and hou
latter, t
that car

"Serio
cial pro
price co
Serio
cycle. N

Priceless Ingredients

Honor—Integrity—These Built-in Qualities of the Maker Now
Call for Expression in the Product's Copy

By Arthur H. Little

A missionary goes West. Speaking before the thirty-second annual convention of the Pacific Advertising Clubs Association in San Diego last week, Thomas Nixon Carver, Ph.D., Harvard, urged his listeners to "advertise the merits of an economic system that permits you to have a business, a policy just as important as advertising the business that you are permitted to have."

"SWELL publicity, but poor advertising."

Thus the advertising executive of a manufacturing company whose advertised products are well and favorably known from coast to coast sums up his opinion of the proposal, first advanced in these pages three weeks ago, that, publicly and plainly, industry now declare itself on wages, hours, and trade practices.

Chiselers stalk the trade lines. Honest enterprises stand in fear. "For the moment," writes Editor Arthur D. Anderson in *Boot and Shoe Recorder*, "the subject of discounts and concessions in shoes remains but a topic for conversation. But the battle of words will soon come to an end, when factories need orders for operation. At that time, factory cost sheets certainly will indicate that in the majority of cases no extra discount can be taken except out of wages and hours or reserves. As to the latter, there are no surplus moneys that can be used to 'buy' business."

"Serious economic as well as social problems grow out of unfair price concessions."

Serious, indeed, is the sapping cycle. Not only in shoes, but in every

industry, it undermines profits, undermines wages, undermines purchasing power, undermines markets.

But the advertising executive of an outstanding company, a business concern with a splendid reputation for fair dealing with its workers and with its trade, tells me that, for his company to advertise that, NRA or no NRA, it would continue to uphold its self-imposed standards would be to attain "swell publicity, but poor advertising!"

"Bad taste," he explained. "Too much like tooting our own horn."

Mildly, I offered: "But you have a real story to tell. You're paying higher wages than any other company in your field. You intend to carry on. And you mean to oppose, with every weapon at your command, the demoralization of trade practices."

"Yes," he agreed, "we have a story." Then he confided: "But the point is this: We'd like very much to see that story told by somebody else—some outsider. For instance, if some magazine writer would come along and write it up, that would be grand. But for us to tell it ourselves—that would be different."

A Distinction Difficult to Square

But with all respect to him, and even after deep cogitation, I can't seem to square that distinction—if distinction it actually is—with advertising principle and advertising practice.

Whence comes this differentiation between publicity and advertising? Whence comes this sudden onset of modesty, this onrush of shyness, this shrinking preference to wait until an "outsider" comes along to discover and to reveal hid-

den virtues? Whence comes this brand-new disinclination, on the part of advertising, to toot a horn?

"You toot," I reminded the advertising executive, "for your products."

"Oh, sure!" he said. "But our products are impersonal. They're not us. That makes them—well, different."

The products are impersonal. Possibly so. On occasion, I have been moved to remark, in print, that some advertising copy sounds as if it had been written by total strangers. It stands so remotely detached and austere objective. But, as long as we're into this thing, let's examine.

One of the Fundamental Aims of Advertising

Unless I'm thicker in the skull than I'll concede, one of the purposes of advertising is to link the products, impersonal as they may be, to the purposes, the forethought, the skill, and the downright public spirit of their creators.

Unless I misconstrue advertising gospel, unless I have misinterpreted every advertising-convention speech by every advertising proponent, advertising, all by itself, stands as a form of insurance to the public. And by the public—all wall-eyed propaganda to the contrary notwithstanding—advertising is so construed.

The product is good. It will deliver satisfaction. And if, by chance, it falls short, the maker will make amends. How can one be so sure? "Because," says the consumer, "it's advertised. If it weren't right, they wouldn't dare advertise it."

To which the makers say, "Amen!" An objective has been won—won by enterprise, and by plugging away. For, of course, consumer confidence doesn't grow spontaneously. Impliedly, every advertisement shadows forth the assurance that Squibb proclaims implicitly: "The priceless ingredient of every product in the marketplace is the honor and integrity of him who made it."

And we are concerned here with something more active than a mere

spirit of altruism. We are concerned with actual public service.

Who's your best friend? From no less trustworthy a source than last week's advertising copy, I can convey the information that your best friend is a Lucky Strike. Feeling lonely? Shucks, no farther away than the nearest cigar stand you'll find fragrant comradeship! And who makes available, virtually at your elbow, this heart-warming brotherhood? The American Tobacco Company.

Who saves you more by serving you better? The Florsheim Shoe Company.

Who taught the world the meaning of dependability? Dodge, a Division of Chrysler Motors.

Who soothes your sunburn with cooling, greaseless Absorbine, Jr.? W. F. Young, Inc.

Who allays your worries about the folks back home? A. T. & T.

Who safeguards your life against blow-outs? The B. F. Goodrich Company.

Who makes it possible for you to say it with flowers? The Florists' Telegraph Delivery.

Who gives thought to the eyesight of your son? The Metropolitan Life Insurance Company.

Who found a way for you to cut the costs of food? The Westinghouse Electric & Manufacturing Company.

Who tells you what's the matter with your sales on the West Side? Remington Rand.

Who provides you with the trouble-free, economical operation and long life—in motor trucks—that you have a right to expect? The Federal Motor Truck Company.

Who adds that final touch of beauty to your dream-house when your dreams come true? The National Lead Company.

Who waits for you to come into the world? Who enfolds you in swaddling clothes and blankets? Who installs under you your first set of wheels? Who devises your toys? Who educates you? Who feeds you and warms you and houses you? Who fends off bad breath, dandruff, and fallen arches? Who slaves for you, suffers for you, and serves you from hell to



July 4, 1935

PRINTERS' INK

27

WHEN THE DAWN IS ON THE
JOURNAL IS FAVORITE

BLUEGRASS THE COURIER-
AT THE BREAKFAST TABLES

AND THE LOUISVILLE
COVERAGE

TIMES COMPLETES THE
AT SUNDOWN



AND KENTUCKY PLUS 17 SOUTHERN INDIANA ★

COUNTIES IS THE OTHER RICH TERRITORY DOMI- ★

NATED BY TWO BIG-CIRCULATION NEWSPAPERS ★

(AN ARMY OF CARRIERS DELIVER THEM STATE-WIDE DAILY)

★ HERE, TOO, BY CONCENTRATING APPROPRIA-

★ TIONS ADVERTISERS GET COVERAGE SATURA-

★ TION AND GREATER VOLUME SALES AT LOWER

★ COST PER LINE

REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

**COURIER-JOURNAL
LOUISVILLE TIMES**

GIVE YOU COVERAGE WITHOUT COMPETITION FROM ANY OTHER PAPER

breakfast? Who, in one watchful, untiring entity is your father, mother, doctor, dentist, tailor, lamp-lighter, policeman, fireman, furnaceman and cook?

Who? The collective American advertiser!

You, in fact YOU in caps, are his sole concern.

And does he keep the matter dark? Does he lock within his breast his own stirring stanzas of the Saga of Science? Against prying eyes, does he hide his chemist and board up the windows of his laboratory? Grimly motivated by the canons of good taste, does he bottle within him the epic that would sing so proudly about the sources of his materials? Stoically waiting for some outsider to come along and uncork him, does he bubble and foam, the while there seethes among his vitals the drama of his product's built-in virtues?

Does he? He does not!

He tells. He tells all.

And does he toot? Bless his enthusiasm, he outblasts a volcano!

But on Wages and Hours— a Sudden Silence

But ask him: "How do you stand on wages and hours and chiseling?" And suddenly he goes silent. More, he goes coy. Eyes downcast in embarrassment, a finger in the corner of his mouth, he wriggles and says: "Coming from me, anything like that wouldn't sound right."

Why not? If you're not too jittery—and I know I'm not—let's wade in.

Why not? Because a declaratory campaign, an educational campaign setting forth an advertiser's reasons for keeping the faith and explaining to consumers why they ought to help him keep it—because such a campaign would interrupt or somehow weaken a straight-line selling job? Because it would look self-laudatory? Because it wouldn't be believed? Because it couldn't be made interesting?

I've heard those answers. Scrutinized in the light of advertising experience, every one of them cancels itself. But this fact remains: The voice is the voice of Merchan-

dising, ostensibly concerned with practical expediency; but the hand is the hand of Fear.

Industry fears to commit itself; for industry fears to be revealed a hypocrite.

Big business fears to promise; for big business fears it cannot deliver.

Well, this isn't a private fight. This isn't politics. This isn't blue-sky, theoretical economics of the kind that, for two years, has drawn industry's scornful criticism. This is common-sense strategy, to be materialized by methods with which industry is intimately familiar. Advertising is no professional abstraction. It works.

Selling a worthy product—and who can say that this product is not worthy?—advertising has established great enterprises solidly in public esteem. It has molded public opinion. It has induced public action. On a score of historic fronts, advertising has proved its power.

Advertising has proved its power to educate; and here is an educational assignment. Here is an opportunity, not for self-glorification, but for exposition. Here, indeed, is a challenge to industry to take a stand, to live up publicly—and without the coercion of law—to principles for which, through interviews and publicity releases, industry already has declared itself. But here, too, is a job for copy that tells why.

Make the Price Offender Swallow His Own Medicine

I quote again from Editor Arthur D. Anderson, of the boot-and-shoe business.

"Serious economic as well as social problems," he writes, "grow out of unfair price concessions. The resulting competitive advantage should be curbed. What, then, can be done? First, if a retail operator uses 'loss leaders' as his bait, teach the public to buy only that 'loss leader.' Giving the offender a dose of his own medicine is something new and original and effective."

Well, for the advertiser who likes copy as hard as cannon balls,

for the
what
starting
made.

But
no one
mass at
and up
not org
concert
between

And
Happil
is show
Milton
Californ
out of
you thi

Wou
facture
name o
mobile
the rig
buying
as an
inspira
put hi
standa
ing a p
insist
mercha
sented
has v
identit
a reas
Wages
Price i
Kno
be mo
mercha
been
with
our pr
ever-in
rightly
tection
when

We
standa
you c
by m
enough
names
ways
wage.
labor,
turers
compe
social

Idea

for the advertiser who wonders what he might say, there is a starting-point copy angle, ready-made.

But this is to be no skirmish, no one-shot campaign. It demands mass attack, upon the enemy's front and upon his flanks. It demands, not organized effort, but effort in concert. It demands co-operation between manufacturer and retailer.

And what can the retailer do? Happily, I can cite a retailer who is showing the way. I give you Milton M. Gair, who, in Redlands, California, runs Gair's, Inc. And out of a Gair advertisement, I give you this:

Would you buy a car if the manufacturer was ashamed to put his name on it? Whether it is an automobile or a suit of clothes, you have the right to ask this question before buying: "WHO MADE IT?" Just as an artist who has pictured his inspiration on canvas is proud to put his name on his work, so, too, standard-quality manufacturers having a pride in their products always insist that their names be on their merchandise. If merchandise is presented to you from which the maker has very carefully concealed his identity, you may be sure there is a reason for it. The Quality and Wages Have Been Cut to Get the Price Down.

Knowing that no institution can be more permanent than the kind of merchandise it sells, it has always been our policy to be associated with makers whose principles are our principles. Thinking citizens in ever-increasing numbers are now rightly insisting for their own protection on knowing WHO MADE IT when purchasing any merchandise.

We take pride in presenting this standard-quality merchandise that you can buy with confidence, made by manufacturers who are proud enough of their products to put their names on them, and who have always paid their employees a living wage. By refusing to exploit their labor, the standard-quality manufacturers have, in the face of anti-social competition, nobly maintained their social contribution to America.

Idealistic? Indeed so. But on

the word of one of the national advertisers about whom Gair's goes idealistic, Milton Gair's idealism has built for him a business enterprise that now is an institution—and an institution that is prospering.

And from Mr. Gair himself, via a letter to PRINTERS' INK:

"For years we have included in our advertisements the statement that we 'are proud to present merchandise made by manufacturers who have a pride in their product and who always have paid their employees a living wage.'

"Because of consumer reaction to this type of advertising we almost always have to have reprints made to supply the requests for them. Our experiment has convinced us that it is effective, both as institutional and as merchandising advertising.

"Since it has merchandised for us in a small community, we feel certain that the reaction would be similar nationally.

"There still are a great number of American citizens who believe in the sacredness of contracts and who also believe that if business is to be sound, agriculture, industry, and those who serve for hire must receive a profit.

"It might interest you to know that our use of this type of advertising caused the Grange and the California Farm Bureau Federation to investigate the effects of this type of merchandising upon the primary producer. They were good enough to invite me to chat with their board of directors. I mention this fact just to prove that enlightened citizens WILL respond to advertising along these lines."

And industry remains fearful?

Gone, now the Blue Eagle—gone the emblem with which the advertiser, happily or unhappily depending upon his politics, told the world that he was doing his part.

Has he quit doing it? Does he fear that advertising will prove inadequate to the task of convincing the world that, no longer bound by law, he can still be decent? Full well he ought to know that advertising will *not* fall down—that if he, in his industry, first steps into display space with *his* declaration,



● These five advertisements were run in the Chicago Sunday Tribune, May 12, 1935. They were part of a series of copy tests conducted by the Quaker Oats Company and its advertising agency, Lord & Thomas. ● Can you tell which headline stopped more people? Which ad pulled more coupons? Which pictures made the most favorable impression on housewives?

Which of these five THE CHICAGO SUN A NEW QUICK WAY

NOW THE MERITS OF COPY, LAYOUT, ILLUSTRATION, OFFER AND OTHER FACTORS OF ADVERTISEMENTS CAN BE TESTED

- on the same day
- in the same market
- in the same newspaper
- on the same page
- in the same position
- next to the same editorial content!

THE MEDIUM! Each Sunday the Chicago Tribune publishes five special and different editorial sections devoted to the community interests of the various neighborhoods and suburbs of Chicago.

Known as the "Metropolitan sections," these five sections—North, Northwest, West, Southwest and South—are typical news sections which in form and content observe the style and pace set by the main news section of the Sunday Tribune.

They are distributed as a regular part of the Sunday Tribune. They have been published for years and are familiar to the regular readers of the Sunday Tribune.

THE PAGE!

A prominent feature of each of the five Metropolitan sections is a black-and-white page of news photos. This page is identical in each section, carrying the same subjects, the same layout, and the same captions.

Each Metropolitan section also carries a second page highly suited for copy testing. This is the page devoted to news of radio programs—editorial content also identical in each section.

Frequent Gallup surveys have proven

these pages to be of great value in the testing of copy. They are used by advertisers to determine the most effective copy through a series of tests.

THE PLAN

The advertiser selects a company and a product to be released. The advertiser then selects a newspaper and a page in the newspaper to test.

In one day, the advertiser may test five different headlines, or five different copy themes, or five different illustrations, or five different offers. The advertiser may also test the effect of different positions on the page, or the effect of different layouts, or the effect of different captions.

PROVED

Copy testing in the Chicago Tribune Metropolitan sections has proven its value in the testing of copy. The Quaker Oats Company has used the Metropolitan sections for many years to test its copy. The advertiser can also use the Metropolitan sections to test his copy.

Five ads got more readers?

CHICAGO SUNDAY TRIBUNE OFFERS EASY WAY TO TEST COPY!

These pages to be among the most popular features of the entire Sunday Tribune. They are unique in their suitability as vehicles through which to make comparative tests of copy.

THE PLAN!

The advertiser who wants to make at low cost a comparative test of various advertisements under comparable conditions before releasing copy to a full schedule of newspapers can insert different advertisements in each of the five Metropolitan sections.

In one day's issue of the Sunday Tribune he may test the appeal of five different headlines, or five completely different ads. He may compare the relative strength of copy themes, illustrative techniques, merchandising offers. Any combination of the elements of an advertisement may be tested as he desires through coupon returns, dealer sales audits or house-to-house investigations using the recognition-call technique.

He may push his inquiry into the variables of the advertising idea and its expression with full confidence that the variables of market and media, and of time and position and sample have been held to a minimum.

PROVED MERIT!

Copy testing in the Chicago Sunday Tribune Metropolitan sections has proved its value in eliminating guesswork in preparing advertisements.

The Quaker Oats Company has repeatedly used the Sunday Tribune Metropolitan sections to establish the relative appeal of various advertisements and their elements.

The advertisements reproduced herewith appeared in the May 12 issue of the Sunday Tribune. They are part of a series of copy tests, using both coupon returns

and field investigations, conducted by Quaker Oats and its advertising agency, Lord & Thomas.

Other national advertisers have also used this plan to test copy.

IMMEDIATE SALES EFFECT!

An important fact not to be overlooked is that any advertisement run in the Chicago Sunday Tribune has an immediate and powerful effect on sales.

With a total circulation now in excess of 965,000, the Sunday Tribune not only permits the advertiser to test the relative merits of copy under ideal conditions but at the same time build sales in high volume at dealers' counters.

NO PREMIUM IN RATE!

The opportunity to test copy through the Sunday Tribune Metropolitan sections is available to any advertiser without any additional charge.

There are no compulsory cycles of insertions. The advertiser may run once or as frequently as he desires.

The only requirement is that advertisements must be of the same size and shape in all the sections on any one date of insertion. Position will be given on either picture page or radio page.

WRITE OR PHONE!

If you are interested in reducing the cost of your advertising, or in increasing the returns from your present budget, let a Tribune representative—or your advertising agency—show you how to take advantage of this new copy-testing plan.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

every respectable competitor, perforce, will step in also, and thus reinforce him. And as these others swing into line, his courage will grow.

Are we to assume that industry, when it talks to the reporters, is just showing off?

Or shall we see, in black and white and over famous logotypes, the evidence that advertisers' intentions and advertisers' actions still are honorable?

And on the air, what has become of those commercial chats that used to close with this: "The

X. Y. Z. Company is proud to say that it is co-operating, fully, with the President's re-employment program"?

Who first will amend that radioed remark to sound something like this: "In the maintenance of wage and hours standards and in the upholding of constructive business practices, the X. Y. Z. Company is proud to say that it is co-operating, fully, with industry's own plan for economic recovery."

You advertisers will be surprised to know how many of us will be listenin'.

Issues Cease Order to Magazines

The Federal Trade Commission has issued a cease order which forbids combined efforts to prevent lawful owners of back numbers of magazines from selling them. Those named are the Butterick Publishing Company, Macfadden Publications, Inc., Frank A. Munsey Company, Street & Smith Publications, Pictorial Review Company, International Circulation Company, S-M News Company and Midwest Distributors, Inc. The order bars the joint action of causing or seeking to cause wholesalers of magazines to prevent newsdealers or other retailers from dealing in second-hand or back-number magazines.

Armstrong Tires to Wales

The Armstrong Rubber Company, Inc., West Haven, Conn., tires, tubes, and storage batteries, has appointed the Wales Advertising Company, Inc., to handle its advertising. Newspaper copy is appearing in twenty Connecticut newspapers.

Daych with "Advertising Age"

Herman C. Daych has been appointed advertising director of *Advertising Age* and will have his headquarters in the New York office. He was formerly Western advertising manager at Chicago of *Forbes Magazine*.

Merged with Izzard Agency

The Roy Campbell Company, Seattle agency, has been merged with The Izzard Company, agency of that city. This merger will permit Mr. Campbell to devote more of his time to his business in Southern California.

R. L. Rothe Advanced

Robert L. Rothe, advertising and sales promotion manager of the Texas Coast Oyster Corporation, Houston, has been appointed secretary-treasurer, in charge of marketing.

Chicago Business-Paper Group Celebrates Golden Anniversary

A reception and dinner celebrating its fiftieth anniversary was held by the Chicago Business Papers Association last week. The organization was founded in 1885 as the Chicago Publishers Association and its claim to be the oldest business-paper group in the country has never been challenged.

E. C. Hole, *American Lumberman*, was toastmaster and W. R. Swartwout, *Baker's Helper*, the retiring president, presided. E. J. Baker, *Farm Implement News*, G. D. Crain, *Advertising Age*, and J. C. Aspley, Dartnell Publications, discussed the past, present and future of the business paper.

Appoint Fenger-Hall

The Salem, Oreg., *Statesman* has appointed Fenger-Hall Company, Ltd., as its national advertising representative on the Pacific Coast. C. A. Sprague, publisher of the *Statesman*, has also appointed Fenger-Hall Company, Ltd., as national representative of the Corvallis, Oreg., *Gazette-Times*.

Wadsworth Joins John Budd

W. B. Wadsworth, who for ten years was manager of the Chicago office of *Peoples Popular Monthly* and for the last two years associated with Major Market Newspapers, Inc., has joined the sales staff of The John Budd Company, publishers' representative, at Chicago.

Gets Shoe Store Account

The Parmelee Shoe Stores Corporation, operating retail shoe stores in Boston, Hartford, Philadelphia, Rochester, Syracuse and Washington, has placed its advertising account with Charles J. Cutajar, New York agency.

Collier to Little Brown

Sargent Collier, formerly circulation manager of *The Sportsman*, Boston, is now advertising manager of Little Brown & Company, Boston, publishers.

Between Salesmen's Calls

Two Unusual Cases, Cited for Those Whose Business Is "Different," Show How Customers Are Kept Satisfied

By M. L. Harter

SALES executives of two companies in conversation will be apt to find plenty of common problems. They may be trimmed up differently, but the basic facts will be similar.

In searching for experience on the general subject of "How to Back Up Salesmen Between Calls on Customers and Prospects," PRINTERS' INK has come upon two companies whose problems seem to be specialized. However, while it is safe to say that not every sales manager will pounce on these solutions outlined as a ready-made fit for his own requirements, it is a pretty safe bet that here and there a reader will find in what follows an idea that he can adapt to his own needs.

Hence, to return to our muttons—backing up salesmen between calls.

First there is the case of The Pfauddler Co., manufacturer of glass-lined steel equipment. G. F. Kroha, vice-president and general sales manager, says that his company has no organized plan for sending follow-up literature to prospects on whom the salesmen call. Salesmen are schooled to keep in touch with the home office and to tell when help may be needed or advisable and, furthermore, to point out what such help should consist of.

For example, a salesman may ask that a letter be written quoting prices or he may ask that additional information be sent to a certain man upon whom he has just called. When such a letter is received at headquarters, it is the usual practice to include also a catalog or bulletin in the letter that may be sent. In other words, the company's efforts between salesmen's

calls are related directly to his request for support.

In this company's efforts to enter new markets, salesmen quite often call on companies which would not be logical prospects and this will come to light as the result of contact with the prospective customer from headquarters.

"Unless one is quite sure that all the people called on are reasonable prospects for equipment," says Mr. Kroha, "there would, in our opinion, be a heavy wastage of literature sent indiscriminately to all people upon whom the salesman has called."

A Way to Sift Out Names That Are Not Prospects

Right here is a point for consideration by any company that is engaged in extra effort to penetrate markets which are new or with which it is not entirely familiar. Specialized follow-up of calls may result in sifting out the names of concerns that really are not logical prospects for business and this in turn will eliminate needless efforts of salesmen to sell in the future as well as unnecessary and expensive mailing efforts.

Pfauddler is running an organized direct-mail campaign through the six or seven major industries to which it sells. These mailing pieces, however, are being sent on a definite schedule irrespective of the calling schedules of the salesmen. These mailings constitute, in fact, a barrage which is preceding direct inquiry or a salesman's call, as the case may be.

"We are gradually checking salesmen's calls and orders obtained," continues Mr. Kroha, "against our entire mailing list, which is constantly growing. The

Production Goal TOTAL TO REACH 3,525,000 CARS

A total automobile production for 1935 of 3,525,000 units, or more than have rolled off assembly lines in any year since 1929, was indicated in reports made Wednesday to the Automobile Manufacturers Association at their annual meeting in the General Motors Building.

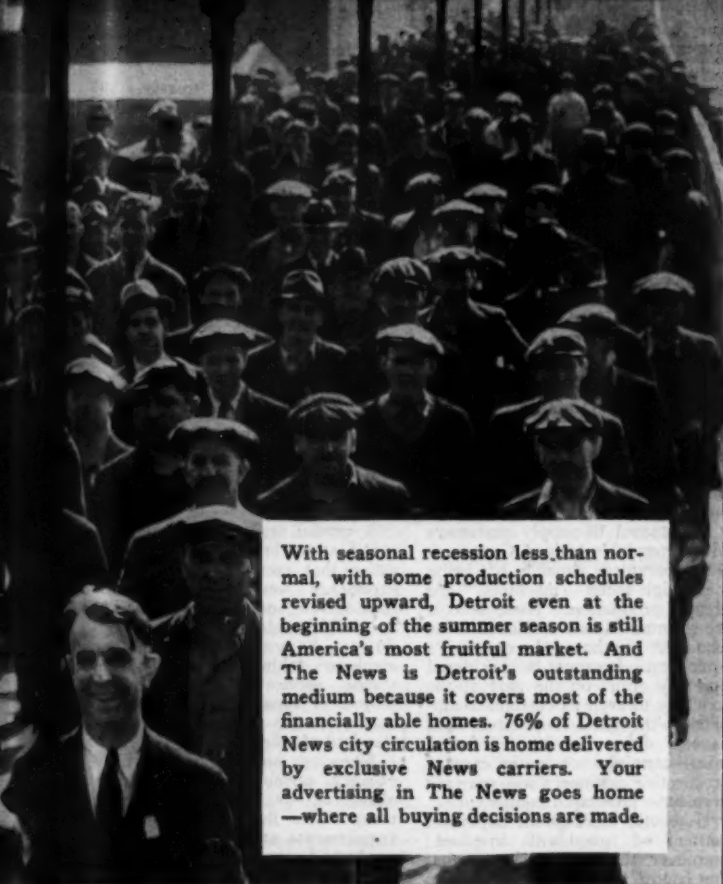
The 1935 estimate was based on production so far this year and the factory sales reports.

Alvan Macauley, president of the board of the General Motors Corp., was re-

The et

THE
New York
I. A. KLEIN, Inc. 5th St.

Best Since '29"



With seasonal recession less than normal, with some production schedules revised upward, Detroit even at the beginning of the summer season is still America's most fruitful market. And The News is Detroit's outstanding medium because it covers most of the financially able homes. 76% of Detroit News city circulation is home delivered by exclusive News carriers. Your advertising in The News goes home—where all buying decisions are made.

Detroit News

THE HOME NEWSPAPER

Work Room:
N, 1st St.

Chicago Representative:
J. E. LUTZ, 180 No. Michigan Ave.

record of calls and sales related to our list of prospects gives an index of performance results in the matter of field coverage. We also check field coverage by individual salesmen in order to make sure that they are not spending too much time with a limited number of customers. This is always a possibility, particularly where salesmen are covering both large and small towns and large and small buyers."

On the face of it, it might seem that Pfaudler is not backing up its salesmen between calls, but a closer analysis of the situation indicates that not only are salesmen getting careful and systematic assistance, but also that at one and the same time mailing lists are being checked and corrected and the way prepared to give the men out on the territory a better opportunity of selling on their return visits.

This Firm Conducts a School for Operators

Then there is a somewhat peculiar case in the experience of Felt & Tarrant Mfg. Co., which makes Comptometers. At each of the company's sales offices a school is maintained to supply customers with dependable trained Comptometer operators, capable of using the high-speed machines for greater production. These schools are maintained as a service to those who have purchased the company's equipment. It cannot be considered that any effort on the part of the company to keep its customers supplied with trained operators will have a direct bearing on future sales—certainly not in the case of prospective customers who may not even have purchased equipment.

However, there is an important matter of good-will involved; moreover, the company knows that any one of its machines that is not in operation or not giving satisfaction because of a poorly trained operator is actually a liability so far as future sales are concerned.

Hence it is that one of Felt & Tarrant's important duties at headquarters has to do with sending out special letters to keep the school in the minds of customers.

These are processed at headquarters, personally filled in and sent out to district sales managers for signature and local mailing.

Here is one of the letters in current use, with which was mailed a sheet describing in detail a qualifying test of an operator in the Comptometer school:

"What," asked the treasurer of a large concern, "can we expect in the way of performance from one of your Comptometer School graduates?" And that same question will probably pop into your mind when considering one of them to fill a vacancy. And properly so, for much depends upon the quality and speed with which they can turn out the work.

Therefore, to give you some idea of what they are prepared to do I am attaching a condensed picture of our qualifying tests.

A minimum rating of 90 per cent is required for graduation.

Furthermore, each person is given an I. Q. rating. This, checked against a daily observation chart, enables us to give you an excellent portrayal of each student's qualifications.

A careful study of the attached specifications brings a sudden realization that even operators of long experience would have to show considerable speed and adaptability to qualify under its exacting conditions. As a matter of fact many employers taking advantage of our testing service have found employees of apparently high standing not quite up to our graduating standard of efficiency.

When you have occasion to fill a vacancy phone Miss Foulkes in charge of our Employment Department. Give her an idea of your requirements and she will select a graduate for you to interview. Just call MAin 3520.

A. H. TIPPENS.

The application of this experience of Felt & Tarrant in keeping customers satisfied between salesmen's calls will be apparent to any company selling a device, the successful operation of which is dependent upon trained operators.

Associations After NRA

In Spite of Troubles under Government Supervision, Trade Groups May Gain Benefits from Last Two Years

By C. B. Larrabee

WHEN the Supreme Court blew the NRA into a skeleton shadow of its former self, one of the most obvious conclusions was that the decision would be a boon for trade associations.

For one thing, the Code Authority, that powerful executive body, was eliminated. For another, a lot of activities forced upon industry by the NRA were no longer necessary. Also those business men who had complained most loudly against regimentation and longed publicly for a return to the old happy days of voluntary co-operation were no longer to find themselves under Government coercion.

Thus it seemed pretty obvious that the demise of the NRA was a signal for the renaissance of the trade association.

Any trade association executive who placed his faith in the obvious was soon awakened to rude disappointment. The immediate reaction of business men generally was that they were thoroughly sick and tired of any kind of co-operation and were glad once again to be able to operate in their own sweet way. Co-operation—NRA style—left a sour taste in their mouths and they were perfectly willing to go along without any co-operation of any style.

As time passes, however, and the smoke clears away there are certain dim signs that perhaps after all there is an opportunity for trade associations as we knew them in the pre-Roosevelt era to come into that much-delayed but oft-predicted promised land.

At least one thing has become apparent. Many of the business men who were most happy to be freed from code rules and code

meetings are finding that their happiness has rapidly faded into an uncomfortable loneliness. Thus they are beginning to wonder if perhaps there are not certain pleasures in co-operation which far outweigh its regimentational disadvantages.

It is still too early to predict. It is not, however, too early to make a preliminary assay to determine some of the potential benefits to be found in the elimination of the unconstitutional NIRA.

In order to analyze the possible future of associations it is essential to look at some of the basic weaknesses of pre-NRA associations and then to determine, if possible, whether experience under the NRA has helped to soften or eliminate any of these weaknesses.

Majority Rule Was Difficult to Enforce

First, we may take the inability of voluntary co-operative groups to enforce the majority rule. Before NIRA the minority who did not want to follow the dictates of the majority merely resigned from the association and that was that. Under NRA when, theoretically, the dictates of the majority had the force of law, the minority did not resign—they merely broke the code rules and said, "What are you going to do about it?" And that, again, was that. Thus the quasi-legal nature of NRA proved to be no solution of the problem of enforcing industry opinion.

As a matter of fact, in spite of the spinelessness of the NRA when it came to problems of actual recalcitrance, co-operative groups have been able to make strides in their study of enforcement procedure. They are today a long way

What is Merchandisable Coverage

"Merchandisable" may not be in Webster, but it's an important word in the dictionary of sales.

To sales and advertising managers, "merchandisable coverage" means usable advertising power. To national-brand salesmen, it means adequate support in the big volume markets.

For advertisers who need big markets, we have mapped THIS WEEK'S coverage in America's A Market. In 938 counties, THIS WEEK has a minimum coverage of 10%, an average coverage of 38.7%. These counties, where 95% of THIS WEEK'S circulation is concentrated, do 68.6% of the retail business of the A Market.

This is merchandisable coverage—it's usable coverage—

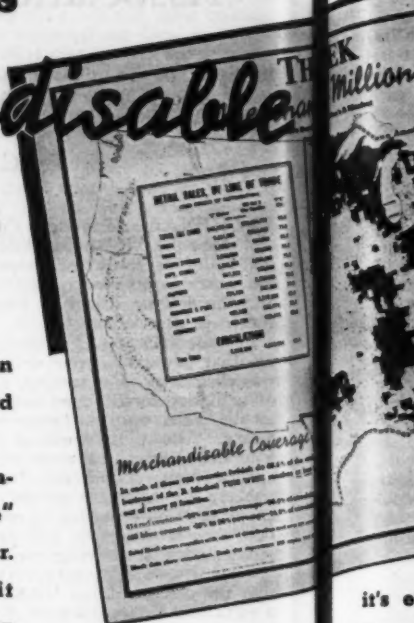
Atlanta, Baltimore, Birmingham, Boston, Buffalo, Chicago, Cincinnati, Cleveland, Dallas, Detroit, Indianapolis, Milwaukee,

UNITED NEWSPAPER

NEW YORK: 420 Lexington Avenue

CHICAGO: 360 N. Michigan Avenue

DETROIT: 1000 Woodward Building





This coverage map shows where THIS WEEK'S circulation goes. Standard file size. Available at all THIS WEEK offices. Write or phone for a copy.

it's effective coverage. The concentration of circulation in THIS WEEK'S 21 sales centers is 3 to 5 times more powerful than the big national magazines. Which means 3 to 5 times more potential business for dealers—and manufacturers.

THIS WEEK

A Powerful Sales Force in America's A Market

Chicago, Milwaukee, Minneapolis, New Orleans, New York, Omaha, Philadelphia, Pittsburgh, St. Louis, Washington

PAPERS MAGAZINE CORPORATION

Building

SAN FRANCISCO: 111 Sutter Street

LOS ANGELES: Lincoln Building

from solving these problems—but they are much nearer their goal than they were when NIRA was passed. Thus on the credit side can be put a better understanding of enforcement.

Along with the study of enforcement methods has come a realization that the importance of the chiseling minority has many times been over-estimated.

A Lesson That Should Have Been Learned

A surprisingly large number of companies have learned that an industry can go ahead very comfortably even if the minority won't live up to majority opinion. Of course, they should have learned that lesson long before NRA, but the one thing that retarded their learning was the fact that so frequently before the NRA if a practice could not be carried on without pretty general industrial agreement, it was not even tried.

Under NRA many practices were thrown into codes and tried on the theory that they could be enforced. When business men woke up to find out that their industries were doing nicely in spite of the people who were perfectly willing to lose their Blue Eagles it became apparent that the chiseling minority is a comparatively unimportant factor more times than it is important.

This salutary lesson can be put down as a second benefit.

One of the greatest reasons for the failure of many types of co-operative effort has been lack of experience. If NRA did nothing else, it acted as a forcing bed in which twenty years of experience was concentrated into two.

Furthermore, many industrialists found themselves involuntarily thrown into co-operation with companies with which normally they would not have associated. One of the most troublesome factors of NRA was that the manufacturer with a line of products was likely to find himself operating under a half dozen codes. Before NRA he was contented to work co-operatively with that association that represented his major interests. Under NRA he had no choice but

to work with any group into which his products made him fall.

Furthermore, NRA brought about a pooling of experience which had never been possible before. Business—all business—was forced to think co-operatively. As each group began to study its problems in this way, it sought more and more to find out what solutions had been discovered by other groups.

Things were moving so rapidly that it was not possible to do as groups used to do; that is, to start an experiment and then sit down half-heartedly hoping that it would work. Under NRA it pretty nearly had to work or else failure would mean disaster. Thus groups left no stone unturned in their effort to learn methods of making ideas work out well.

Hopeful sign number three, then, can be found in this gaining of experience.

For many years one of the chief characteristics of American business was its lack of the co-operating spirit. The comparatively slow growth of the trade association movement was due to this lack.

Many Now Know the Value of Co-operation

Operation under the NRA did not, unfortunately, automatically eliminate this spirit. It did, however, do much to tear it down. Many of the most ardent non-co-operators suddenly found themselves forced to sit down at the same table with competitors. After a few sessions, they discovered that while co-operation has many disadvantages it also has some pretty tangible advantages. Many companies that were rigid non-co-operators a few years ago, today have learned their lesson. While the Supreme Court decision may have been greeted by them with loud cheers, as time goes on they are finding that in many cases they would like to discuss things with their competitors.

This change in spirit among many manufacturers may eventually prove to be one of the major benefits of NRA.

Before NRA many associations suffered from the meagerness of

statist
accum
not to
such
sire
sociat
many
nobod
of ga
help t
the g

Indus
How

On
NRA
part
tion f
indus
forma
woul
ful t
group

Th
this l
group
exper
NRA
there
in the
does
tistic

Be
confe
Comm
trade
to bu

Th
show
fusio
settlin
sions
wide
it wa

Lo
decis
and
ward
First
ered
mere
woul
choly
tice
codes
all t
anyb
had
busin

Of
secti

statistical data they were able to accumulate. This was often due not to any unwillingness to gather such data, nor any lack of the desire on the part of members of associations to give information. In many groups the trouble was that nobody had developed a technique of gathering data that would be of help to any but a few members of the group.

Industry Had to Learn How to Gather Data

One of the irritating phases of NRA was the continual call on the part of the Recovery Administration for data. Thus industry after industry was forced to gather information in such a form that it would be understandable and helpful to all members of industrial groups.

Thus, again, within two years this NRA forcing bed gave trade groups twenty years of statistical experience. Another benefit of NRA, then, is that in the future there will be far less excuse than in the past for the association that does not have a well set up statistical central body.

Before NRA the trade practice conferences of the Federal Trade Commission were about the only trade practice laboratory available to business.

The result of this condition was shown only too clearly in the confusion that centered around the setting up of trade practice provisions in codes. If any rock split wide open the effectiveness of NRA it was that of trade practices.

Long before the Supreme Court decision business was taking a new and more wholesome attitude toward its trade practice provisions. First and foremost it had discovered that a trade practice is not merely something that somebody would like to do. It is a melancholy task to study the trade practice sections of some of the earlier codes. They were a catch-all for all the half-baked theories that anybody in the industries affected had evolved in long periods of business life.

Of course, such trade practice sections soon proved themselves ab-

solutely unenforceable. Some industries threw up their hands and said cynically that experience proved that trade practices could not be enforced.

Other industries, however, took a realistic view and decided that the trouble was not that trade practices could not be enforced but that there was no hope of enforcing hobbies when industry opinion was not behind them.

Thus in many industries during the last few months of NRA there is a marked improvement in enforcement of trade practices and in the formation of them. There were plenty of codes, indeed, under which the vast majority were living contentedly and happily without violating trade practice provisions.

Again the forcing bed of NRA had given industry twenty years' experience in two.

To be sure, a number of industries never advanced beyond the throwing-up-of-hands stage. Fortunately a large number did. These industries, whether operating under Government-sanctioned codes or voluntary agreements, have had a liberal education in trade practice formation and enforcement. Perhaps this is the greatest single benefit that associations will derive from NRA.

Trade Groups and the Geographical Handicap

A great weakness of the association movement before NRA was its lack of geographic coherence. There were surprisingly few strong associations that were national in scope. Again and again the strongest associations were found to be in those industries that were concentrated around certain areas. A single example is found in the automobile industry, whose manufacturing activities are centered east of the Mississippi and, with few exceptions, west of the Alleghanies.

Some industries may never be able to operate successfully on a national basis. Whether under codes or under voluntary agreements they probably will always tend to break down along sectional lines until that future time when

WHEN YOUR SALESMAN QUILTS



T
s
unass
found
sales
staff,

If yo
to se
got t
that
tion

A re
only
but v
away
Hill
cost

Let u

McGraw-Hill

American Magazine
Aviation
Bus Transportation
Business Week
Coal Age
Chemical & Metallurgy
Engineering
Construction

McGraw-Hill

ITS—who wins custody of the customers?

THE company that makes its salesmen work from scratch—open doors, make friends, win new customers, unassisted—is building its business on the insecure foundation of a salesman's personality. Remove that salesman from the picture, place him on a competitor's staff, and his business moves with him.

If you want your customers to be *really yours*, you've got to sell them on more than just a personal basis. You've got to sell them on the company, the product, the service, that stand behind that salesman. That's the solid foundation on which to build a long-lasting business.

A regular schedule of business paper advertising will not only help your salesmen get more business for you *now*, but will make it difficult for competitors to take business away from you. And—run in the waste-proof McGraw-Hill publications it will do this job for you at a lower cost than you think.

Let us prove this to you!

McGRAW-HILL PUBLICATIONS

American Machinist	Electrical Merchandising	Factory Management and
Aviation	Electrical West	Maintenance
Bus Transportation	Electrical World	Metal and Mineral Markets
Business Week	Electronics	Power
Coal Age	Engineering and	Product Engineering
Chemical & Metallurgical	Mining Journal	Radio Retailing
Engineering	Engineering News-Record	Textile World
Construction Methods	Food Industries	Transit Journal

McGraw-Hill Publishing Co., Inc. 330 West 42nd Street New York, N. Y.

there are no such things as sectional lines.

In a number of industries, on the other hand, this sectional feeling has ceased to be a dominating factor. This is particularly true where industrial groups have been found almost entirely east of the Mississippi or east of the Rockies. Where before NRA these groups broke up into two or three sectional associations, today they have found it possible to operate comfortably and efficiently on a whole-industry basis.

Thus another possible benefit to associations from NRA is the breaking down of previously high sectional barriers.

It is obvious that if industry is alert to its needs even the most bitter opponents of NRA may find that the Recovery Administration at its most unconstitutional heights was not without a number of benefits.

The future developments of NRA as it is now constituted are difficult to determine. It is apparent that the Administration itself has no very clear idea of what it

wants to do. Perhaps it is seeking ways and means to build a new NRA which will be much the same as the old one, but thoroughly constitutional. Perhaps it will find that this is impossible.

For the moment, at least, the Administration is not willing to throw over the NRA idea entirely.

Perhaps in the back of the Administration's mind is the thought, "Well, we shall let industry do its best without NRA and then see what a mess it gets in."

If industry is wise enough to capitalize on the lessons it has learned in the last two years, it may have a very satisfactory answer to that attitude of mind. Certainly some of the strongest associations are now busy capitalizing on their experiences under NRA.

An analysis of what has happened brings one inevitably around to the belief that, perhaps, after all, the apparently obvious belief that the demise of NRA would be a boon to associations is still obvious. The truth of that fact lies today wholly within the hands of co-operative groups.

Ruggles Joins Jam Handy

Jam Handy Picture Service, with offices in New York, Chicago, and Detroit, has been appointed Eastern sales representative for General Screen Advertising, Inc., distributor of motion picture advertisements through a nation-wide chain of more than 5,000 theaters. Howard P. Ruggles, formerly president of Ruggles & Brainard, Inc., publishers' representatives, will be in charge of this activity in the New York area.

Emerson Made Rotary International Director

W. W. Emerson, advertising manager of *The Country Guide*, Winnipeg, Canada, was elected the Canadian director of Rotary International at its annual convention held recently at Mexico City. Mr. Emerson is now one of the board of twelve directors selected from all the countries where Rotary is organized.

United Agency Elects Hoge

Gordon Hoge has been elected vice-president of the United Advertising Agency, Inc., New York. He was formerly associated with Young & Rubicam, Inc., for more than seven years, and had been vice-president and manager of its Chicago office. More recently, Mr. Hoge was an executive with Lord & Thomas in New York.

Name Reinhardt Agency

The following companies, all of Oakland, Calif., have appointed the Emil Reinhardt Advertising Agency, of that city, to direct their advertising: An-Fo Manufacturing Company, Ant-Foil, Snail-Foil and other garden products; Bacon Vulcanizer Manufacturing Company, re-treading equipment; La Due Technical Institute; Pacific Tennis Supply Company; and the California Wine & Liqueur Company.

Door Trade Group Appoints Paul E. Kendall

Paul E. Kendall has resigned as State director of the Federal Housing Administration to assume the position of secretary-manager of the National Door Manufacturers' Association, Chicago. He formerly was advertising manager of the Long-Bell Lumber Company, and was associated with the Ferry-Hanly Advertising Company.

Has Rosicrucian Account

The Rosicrucian Brotherhood, San Jose, Calif., has appointed Frederick Seid, San Francisco agency, to direct its advertising account. The organization, whose origin dates back many centuries, is a non-profit, non-sectarian unit which distributes scientific and philosophical data to members all over the world.

Value

FOR

Na
Rapid
build
opera
still
this
pract
a sta
had
the tr
No
neces
beyon
to co
disin
stand
time.
a nev
sales
ing p
condi
new

An
diti
appa
cialt
cessi
marg
In
name
hard
being
other
a nev
comp
item
ler,
spring
amou
effor
uct a
in cu
hard
the
prod
count
In se
it wa
ter o
prod
cessi

When Staples Flop

Value of Specialties as Market-Builders, as Proved by the Experience of This Manufacturer

FOR more than twenty years the National Brass Company, Grand Rapids, Mich., has been making builders' hardware. With building operations practically at a standstill during the last four years, this company was faced with a practically non-existing market for a staple line of merchandise that had received full acceptance from the trade for many years.

No great amount of thought was necessary to realize that conditions beyond control made it impossible to continue selling and merchandising practices which had been standard in the industry for a long time. It was necessary to evolve a new method of presentation, new sales policies and new merchandising plans that would meet changed conditions and would capitalize on new and different buying motives.

An investigation of market conditions was made and it became apparent that some hardware specialty items were being sold successfully and with an adequate margin of profit for the retailer.

In view of this, and to keep the name of the company before the hardware trade, while plans were being completed to merchandise other items of the hardware line, a new item was selected, with a comparatively low unit cost. This item was the Lawn Master sprinkler, a little unit of the square sprinkling type. A moderate amount of advertising and sales effort was placed behind this product and it was found quite valuable in cultivating the good-will of the hardware dealer and in associating the name of the company with products that would sell across the counter and provide profit for him. In selling a small unit of this type, it was a natural thing to use counter displays that would place the product in the most visible and accessible places in the store.



Dealer's display panel featured in business-paper advertising

During the preliminary study of marketing conditions, necessary for the purpose of evolving a practical merchandising plan for other items of the main line of hardware, the intense interest in the modern kitchen was impressed on the sales organization of the company. Undoubtedly because of the advertising carried on by manufacturers of electric refrigerators, gas appliances, electric ranges, kitchen cabinets, kitchen sinks, linoleum and paint the attention of the public has been focused on the kitchen as the one room in the home where a great deal could be accomplished by modernizing and re-decorating.

Realizing that it would be more productive to take advantage of this interest and that it would be easier to sell specialized items such as locks, drawer pulls, hinges, latches and other articles that would step up kitchen hardware, the fundamental idea of the new

merchandising plan was to establish a definite tie-up with the tendency toward modernization. It became an easy matter to suggest new items of kitchen cabinet hardware that would be in keeping with the appointments of newly styled electric refrigerators and ranges.

Chrome finishes were selected to make a particularly strong bid for public interest and favor.

The Lawn Master sprinkler was intended only as an item of temporary interest, but the lessons learned in merchandising and selling it were used to very good advantage in formulating the merchandising plan for the line.

Builders' hardware items had always been shown separately, in a manner that did not present them to the prospective buyer as a complete ensemble. To establish a definite tie-up with the idea of modernizing and re-decorating the kitchen, new designs, modern styling in chrome finishes were created. Items were grouped on a panel that permitted prospective purchasers to visualize the effect that they would produce when used together in the average kitchen and home. Items were not shown as isolated and detached articles, but an attempt was made to sell them as complete sets.

The epidemic of petty thievery and housebreaking which broke out while these plans were in progress, was used to advantage in selling modern auxiliary locks for back doors, transoms and kitchen doors, clearly illustrating that properly timed selling efforts can be made doubly effective, if they are made to ride on some definite wave of public interest. It is somewhat of a difficult task to persuade a hardware dealer to place any specialized sales effort behind one line of merchandise, because of the diversity of items to be found in the hardware store.

One of the essential features of the new merchandising plan was to cultivate dealer interest and to persuade the dealer to display the National Brass line of kitchen cabinet hardware, bringing it out into the store where it would be displayed in such a manner that the dealer would have an opportunity to show the various items to every prospect who bought a brush, a can of paint, or any item which showed that he was going to do some painting or re-decorating in the home.

Salesmen for the company were required to show three display panels, in three different finishes, black, chrome yellow and green. This presentation illustrated the effect of showing items grouped together as a whole and showed definitely the weight of a group display in contrast with the showing of single separate items.

A great deal of attention was devoted to the cultivation of dealer interest. Dealers were coached to take full advantage of the tie-up in all trade-paper and direct-mail advertising with paint lines, since it was found by investigation that practically all paint lines were moving better than almost any other article of merchandise in the hardware store. They were also urged to wrap up a circular on the modernization of kitchen cabinet hardware, with every purchase of a can of paint, brush and so on.

"Cabinet hardware" was designated no longer as such, but became "kitchen cabinet hardware" and the new items, in their new finishes, styled to beautify every detail of the modern kitchen and grouped together in a modern display panel, nearly doubled the sales appeal that the various items would have when shown separately. With building operations very much under normal, this company has been able to keep its plant operating under production schedules.



Harnischfeger Advances Daniels

Charles W. Daniels has been appointed general sales manager for the entire line of contractors' equipment, industrial products, arc welders, hoists, brewery equipment and other products of the Harnischfeger Corporation, Milwaukee. He has been district manager for the Philadelphia territory.

Start "The Automotive Jobber"

A new business paper in the automotive field has been started under the name of *The Automotive Jobber*. It will be tabloid in format and will be published twice a month by Automotive Electricity, Inc., 125 East 46th Street, New York, and will be edited by Lou Murray.

Maximum Coverage at Minimum Cost

The Daily and Sunday Inquirer with a combined circulation of almost one million . . with the lowest milline rate in Philadelphia as well as one of the lowest in the entire country . . reaches more actual prospects for your product than any other Philadelphia newspaper and reaches them at less cost.

The Philadelphia Inquirer

"Pennsylvania's Greatest Morning Newspaper"

NEW YORK

H. A. McCandless
60 East 42nd Street

CHICAGO

Guy S. Osborn, Scolaro & Meeker,
Inc., 360 N. Michigan Avenue.

DETROIT

Guy S. Osborn, Scolaro & Meeker
Inc., General Motors Bldg.

BOSTON

M. L. Tyler
80 Boylston Street

ST. LOUIS

C. A. COUR
Globe Democrat Building

SEATTLE—SAN FRANCISCO— LOS ANGELES

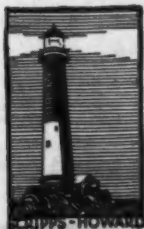
R. J. Bidwell Co.



IN 1934 ADVERTISING VOLUME

Authority, Media Records.

MEMBER OF THE UNITED
PRESS ... AUDIT BUREAU OF
CIRCULATIONS, THIS WEEK,
METROPOLITAN SUNDAY
NEWSPAPERS and of
MEDIA RECORDS, INC.



The

Pi

A SC

NATION

NEWSPA

CHICAGO

Four Weeks of Now

Since June 12, the day when the first of the new series of Pittsburgh Press photographs was taken by a Bureau of News photographer, the Press has been looking at the world through a new lens. The new series of photographs, which will be published in the Press for the next four weeks, will show the world as it is, not as it was.

e Pittsburgh Press

A SCRIPPS-HOWARD NEWSPAPER

NATIONAL ADVERTISING DEPT. OF SCRIPPS-HOWARD
NEWSPAPERS . . . 330 PARK AVENUE, NEW YORK CITY

CHICAGO . SAN FRANCISCO . LOS ANGELES . DALLAS
DETROIT . PHILADELPHIA . ATLANTA

To Farmers, Via Retailers: a Fence Sales Plan

"We would appreciate it" (we wrote Mr. Childs), "if you would high-spot some of the factors entering into your merchandising campaign and show how these are influential in inducing buyers of fence to accept Continental fence from their dealers and more than that to go out of their way, perhaps, in order to get this brand." His outline of the methods of his company is so simply developed that it is presented here in its entirety.

By W. H. Childs

Sales Manager, Wire Division, Continental Steel Corporation

MERCHANDISING of farm fence involves the same fundamental problems and technique as that of most other kinds of products sold to farmers through a retail dealer organization. All fence is more or less alike, at least from outward appearance and hence fence advertising has perhaps lacked some of the spectacular features used in the advertising of some other products.

However, the secret in merchandising any product successfully depends on first, producing a product that possesses some outstanding features or qualities, and second, the ability of the manufacturer to capitalize on those qualities by playing them up effectively and dramatically in the advertising and in all sales efforts. Sometimes it is necessary to search rather deeply and carefully for these sales features. The important thing in this connection is to select those features which will reflect the value of the product to the prospective buyer and preferably those that are distinctive or exclusive with the product in question.

The one quality above all others that determines the value of a fence and which is uppermost in the buyer's mind is long life, and that depends mainly on the rust-resisting qualities of the fence. Fortunately, this quality—that is, the quality to resist atmospheric corrosion—has been developed in a

very high degree in Continental fence through a process perfected by the company about two years ago. This is known as the "Flame Sealed" process and that trade name has been adopted in connection with Continental fence.

This long-life feature which is the result of the "Flame Sealed" process, has been made the keynote in the advertising and in the sales story on the fence.

Of course, the mechanical feature or construction of the fence fabric is an important factor in the serviceability of the fence, and we have emphasized this in the past because Continental fence has possessed for a long time certain conspicuous construction features, such as the extra spring coil in line wires, the Pioneer Knot, etc.

The advertising and sales promotion program may be classified into three more or less distinct phases or kinds of activities:

1. Promotion of new dealers.
2. Dealer helps.
3. Consumer advertising.

Our dealer promotion efforts consist of trade-paper advertising, mainly in hardware papers and to some extent in papers reaching the farm implement and building material dealers. This is supplemented by a consistent direct-mail campaign to a selected list of dealers. The objective of this dealer campaign is primarily to interest new

dealers, although the trade-paper advertising does have a favorable effect upon existing dealers.

In the way of dealer helps we have always been generous in co-operating with our dealers and in supplying them with displays, sales literature for local circularizing and such materials as we have found are practical and which they are most apt to use to good advantage.

Our consumer campaign consists of farm-paper advertising which is based for concentration upon the sales potentialities by States and our facilities for serving the various sections of the country. In this advertising we play up the "Flame Sealed" feature and those qualities in Continental fence which we believe will interest the farmer most, as previously outlined. We endeavor, of course, to get our dealers to take advantage of this advertising and all inquiries are referred to them.

For a more selective consumer selling job than can be accomplished in farm-paper advertising, we employ direct mail. These mail-

ings are sent to prospective fence buyers whose names are supplied by our dealers. It is not practical to reach the consumer market generally through direct mail, hence we try to limit this to lists of selected farmers, supplied by dealers.

This outlines in a general way our merchandising campaign on farm fence. A complete stock of fence runs into considerable money for a dealer, although generally this stock is limited to those types which are most popular or most commonly sold in that respective community. Every fence concern, of course, desires to get dealers to order fence by the carload and a very considerable portion of dealers handling fence do this.

Dealers quite frequently take orders for fence, for direct shipment from mill, although this applies particularly to large orders or to such items as the dealer does not carry in stock. The bulk of the business is sold by the dealer from stock. In this business it is important that the dealer carry in stock a reasonably complete stock



How Continental illustrates and summarizes its advertising helps in a dealer broadside

of those items 'most commonly called for because that is one of the most effective ways for him to attract trade or on the other hand, to drive it away.

Continental has a very extensive dealer line, consisting of all types of farm fence, lawn fence, barb wire and smooth wire, gates, posts, wire, staples, galvanized roofing and sheets of all kinds, which enables the dealer to make up a car-

load of diversified products for which there is extensive sale in every farm community.

The Continental dealer line is sold to dealers mainly through our own salesmen, although in some territories we have jobbers and in some territories certain lines are sold through jobbers but our policies in respect to jobber business are so definite and liberal that there is no conflict here.

♦ ♦ ♦

Milwaukee Club Elects

Arnold A. Naulin, Everbrite Electric Signs, Inc., last week was elected president of the Milwaukee Advertising Club. He succeeds T. Clayton Cheney, of the Milcor Steel Company, who becomes a member of the board of directors.



Kohler Photo

Arnold A. Naulin

Other officers elected are Walter A. Haise, Hoffman & York, agency, vice-president; Horace M. Kinne, E. F. Schmidt Company, secretary, and August C. Fick, assistant to the United States Postmaster, treasurer.

Directors elected are Ralph Olmstead, Robert A. Johnston Company; Herbert Emke, Graphic Arts Engraving Company; Elias Roos, Jack's Letter Service; Roy Franke, Burns-Hall Advertising Agency, and Frank Wood, The Hein Company.

Postmaster Peter F. Piasecki was made an honorary member of the club in recognition of his co-operation in the promotion of the mails for advertising, and in developing air mail facilities for Milwaukee.

♦ ♦ ♦

Advanced by "Wall Street Journal"

Eli Day, formerly in charge of national advertising, has been appointed advertising manager of *The Wall Street Journal*, New York. Ernest Regel will succeed him as national advertising manager.

♦ ♦ ♦

Represents "Industrial Power"

B. M. Fillmore has been appointed to represent *Industrial Power* in the Cleveland territory. He was formerly with the Curtis Publishing Company and the Art Color Printing Company.

♦ ♦ ♦

Has Paint Account

The Founders Paint Company, Milwaukee, has appointed the Matteson-Fogarty-Jordan Company, Chicago, as its advertising agency.

B. & O. Advertises New Train

Newspaper advertisements, starting with 1,000-line copy in principal cities in the Eastern territory, are being run by the Baltimore & Ohio Railroad to introduce its new streamlined train, "The Royal Blue." The list of papers totals forty-seven. Though capable of matching in speed the best performance of any of the new streamlined trains, the company states, copy will mention speed only in a casual way, copy stressing instead twenty "comfort" features. On July 1, the Baltimore & Ohio also introduced a companion train known as "The Abraham Lincoln" for service on the Alton Railroad between Chicago, Springfield and St. Louis. Advertising for "The Royal Blue" is being placed by The Richard A. Foley Advertising Agency, Inc., Philadelphia.

♦ ♦ ♦

Name Hays MacFarland Agency

The Commander-Larabee Corporation, Minneapolis, has appointed Hays MacFarland & Company, Chicago advertising agency, to handle the advertising of a new retail bakery merchandising plan. "Sunfed 5-Vitamin Bread" and other bakery foods will be advertised in metropolitan newspapers and in radio broadcasts. The campaign is already under way in Chicago. Braniff Airways, Incorporated, Oklahoma City, has also appointed Hays MacFarland to handle its advertising. Present promotion plans will center around the Braniff Starlight Express, a new schedule between Chicago, Southern Texas and Mexico City.

♦ ♦ ♦

Joins Calvert-Maryland

Franklin Graves, formerly with the Wm. H. Rankin Company, as an account executive, has joined the sales promotion department of the Calvert-Maryland Distilling Co., Inc., New York.

♦ ♦ ♦

With Woman's World

Donald D. Delany, formerly of *Vogue* and *Harper's Bazaar*, has joined the Eastern advertising staff of *Woman's World*.

♦ ♦ ♦

Migel Joins Presbrey

John Migel has joined the staff of the Frank Presbrey Company, New York advertising agency.

I See Where . . .

C ONTINUATION of Congress in session changes legislative outlook considerably, enhancing chances of passage of many bills thought dead. . . . Senate passes two bills to bring United States law regarding period of priority on trade-marks in line with International Convention for the Protection of Industrial Property. . . . Sub-committee of House Interstate and Foreign Commerce Committee to be appointed to consider and perhaps hold hearings on Copeland food and drug bill. . . . Only four State Legislatures left in session, being Alabama, Illinois, Massachusetts, and Wisconsin. . . .

. . .

Drug Topics of July 8 will carry summary of 1935 State legislation on nine classifications, including fair trade, chain store, sales tax, anti-peddler, and liquor. . . . Congressional Intelligence poll of Senate, as of noon, June 28, shows sixty-six senators favor President's tax program with but eighteen opposed and eleven uncertain. . . . President signs "nuisance" taxes extension for two years. . . . Many manufacturers becoming worried over so-called "uniform conditional sales acts" already passed in Indiana and up in other States having to do with deferred payment plans. . . .

. . .

Barrel and bottle boys battle over H.R. 8539, being new liquor bill which, as introduced, would permit sale of liquor from barrels, while many advertising men believe such provision would strike a blow at nationally branded goods. . . . Refining company operating 212 light passenger cars reports expense of 3.43 cents per car mile in June 26 issue *National Petroleum News*. . . . Committee set up to investigate American Retail Federation digs into chain-store question, expressing righteous horror that chains fight anti-chain State legislation. Committee also turns its attention to Patman price control bill and companion measure, S. 3154, introduced in Senate by Robinson. . . .

. . .

Federal Trade Commission issues cease and desist order against eight New York publishing and distributing houses, barring them from joint action to prevent sale of second-hand or back-number magazines. . . . New Jersey's trade-mark bill dies with end of legislative session. . . . California advertising tax bill dies as California legislature adjourns. . . . Louisiana Attorney-General asks United States Supreme Court to rule on State's newspaper advertising tax law, while Federal Court at New Orleans temporarily restrains Louisiana from collecting chain-store tax. . . . Constitutionality of Florida's chain-store tax challenged by suit. . . .

. . .

California's Governor Merriam to hold hearings on drastic chain-store measure July 11. . . . Meanwhile, publishers of magazines distributed through chain stores are worrying about what will happen to their circulation if chains are forced to drastically reduce operations. . . . *Wall Street Journal* reports Senate Agricultural Committee has tentatively decided to include canned fruits and vegetables in licensing provisions of AAA. . . . Howard Heinz, Edward L. Ryerson, Jr., Harold C. Smith and R. L. Lund quit Roper's Business Advisory Council, to be replaced

(so gossip says) by yes-men; Robert E. Wood resigns as representative of business on Federal Allotment Board of works relief program. . . .

• • •

Farmers' cash income in May \$520,000,000, compared with \$506,000,000 in April and \$438,000,000 in May, 1934, according to Bureau of Agricultural Economics, with cumulative total January through May \$2,423,000,000 against \$2,137,000,000 in same five months of 1934. . . . Department of Agriculture index of prices of farm products 104 on June 15, against 108 on May 15 and eight-five on June 15, 1934. . . . Rural retail sales down 9½ per cent in May from April, but 17 per cent over May, 1934, according to Department of Commerce. . . . Wholesale commodity price index of Bureau of Labor Statistics for week ending June 22, 79.3 of 1926 average, as against 79.8 for previous week and seventy-five a year ago. . . .

• • •

Standard Statistics Company finds business activity continuing to show relative stability, with index of industrial production for June 66.4, against 66.3 for May and 66.0 for June, 1934. . . . National Industrial Conference Board reports manufacturing activity, as measured in man hours, declined slightly in May from April. . . . Dun & Bradstreet on June 29 report retail sales 5 to 20 per cent above comparable 1934 figures. . . . *Review of Reviews* index of June business June 22, 65.6, against 63.0 previous week and 63.5 corresponding week 1934. . . .

G. M. S.

♦ ♦ ♦

H. T. Marshall Advanced by Kendall Mills

Harold T. Marshall has been made assistant sales manager of the Kendall Mills, Walpole, Mass., in charge of all direct mill business. He had been manager of the dry goods department and is succeeded in this position by Robert E. Gregg, Jr.

• • •

General Mills Retains Merrill

General Mills, Inc., Minneapolis, has retained The Merrill Advertising Company, Inc., New York, as special agency in connection with the production and placing of its radio program, "Hymns of All Churches," which is to be broadcast over a number of additional stations.

• • •

Steamship Account to J. Walter Thompson

The advertising account of the Panama Pacific Steamship Line, New York, has been placed with the J. Walter Thompson Company.

• • •

Meinzinger Founds School

Fred Meininger, Detroit, has organized the Meininger Foundation of Art which embraces a school of commercial, camera and graphic art.

• • •

Humphrey Elects Watkins

Julian L. Watkins has been elected a director of the H. B. Humphrey Company, Boston advertising agency.

Des Moines Office for Chicago Agency

Edward Frankel, who recently joined the United Advertising Companies, Inc., Chicago, has established Iowa headquarters for that agency in the Securities Building, Des Moines.

• • •

Has Smoking Pipe Account

L. & H. Stern, Inc., New York, Purex Smoking Pipes, has appointed the Arthur H. Fulton Company, of that city, to direct its advertising account. Newspapers and business papers will be used.

• • •

Eastman, Scott Agency Adds to Staff

Albert Hill has been added to the staff of Eastman, Scott & Company, Atlanta agency. He was formerly with the Coca-Cola sales promotion department.

• • •

Forms Pan-American Agency

Miss Thelma Gaines has formed the Pan-American Advertising Agency, with offices in Dallas, Tex., and Monterey, Mexico. Dallas offices are in the Southland Life Building.

• • •

Represents "Outdoors"

Don Harway, San Francisco, has been appointed Pacific Coast representative of *Outdoors*, Chicago.

S. 3154

New Bill to "Protect Independent Merchant" May Be Important to National Advertisers

ANOTHER bill to be watched by advertisers carries the designations of H.R. 8442 and S. 3154. It was introduced in the House by Representative Patman and in the Senate by Senator Robinson. Thus it has important sponsorship. In both houses it was referred to the Judiciary committees.

It is titled "A bill making it unlawful for any person engaged in commerce to discriminate in price or terms of sale between purchasers of commodities of like grade and quality, to prohibit the payment of brokerage or commission under certain conditions, to suppress pseudo-advertising allowances, to provide a presumptive measure of damages in certain cases and to protect the independent merchant, the public whom he serves, and the manufacturer from whom he buys, from exploitation by unfair competitors."

The bill reads:

"Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That section 2 of the Act entitled 'An Act to supplement existing laws against unlawful restraints and monopolies, and for other purposes,' approved October 15, 1914, as amended (U. S. C., title 15, sec. 13), is amended to read as follows:

"Sec. 2 (a) That it shall be unlawful for any person engaged in commerce, in the course of such commerce, either directly or indirectly, to discriminate in price or terms of sale between different purchasers of commodities of like grade and quality, where either or any of the purchases involved in such discrimination are in commerce, and where such commodities are sold for use, consumption, or resale within the United States or any Territory thereof or the District of Columbia or any insular

possession or other place under the jurisdiction of the United States: Provided, That nothing herein contained shall prevent differentials in prices as between purchasers depending solely upon whether they purchase for resale to wholesalers, to retailers, or to consumers, or for use in further manufacture; nor differentials which make only due allowance for differences in the cost of manufacture, sale, or delivery resulting from the differing methods or quantities in which such commodities are to such purchasers sold or delivered: And provided further, That nothing herein contained shall prevent persons engaged in selling goods, wares, or merchandise in commerce from selecting their own customers in bona fide transactions and not in restraint of trade.

"(b) That it shall be unlawful for any person engaged in commerce, in the course of such commerce, to pay or grant, or to receive or accept, anything of value as a commission, brokerage, or other compensation to an agent, representative, or other intermediary in connection with the sale or purchase of goods, wares, or merchandise, where such intermediary is acting therein for or in behalf or is subject to the direct or indirect control, of any party to such purchase and sale transaction other than the person by whom such compensation is so granted or paid.

"(c) That it shall be unlawful for any person engaged in commerce to pay or contract for the payment of anything of value to or for the benefit of a customer of such person in the course of such commerce as compensation or in consideration for any services or facilities furnished by or through such customer in connection with the processing, handling, sale, or



Good editing puts teeth in a magazine—makes it cut deeply into the consciousness and imagination of its readers—gives to advertising pages the drive that rips through sales resistance.

THE **A**merican MAGAZINE

The Crowell Publishing Company

COLLIER'S, WOMAN'S HOME COMPANION, THE AMERICAN MAGAZINE, THE COUNTRY HOME

Combined Circulation Over 8,300,000

July 4,

offering
or com
or offe
unless

"(1)
tion
equal
compet
such p
unless

"(2)
terests
way p
refer
otherw
ing o
and th
does n
such
localti

"(d
section
of da
this s
proof
sumed
prohibi
or gra

"(1)
volve
plaint
with
tribut
modit

"(2)
busin
and c
of ti
tion,
in c
there
grap
petiti
with
contr
there

Flor

Go
passe
impo
recei
store
Both
ated
opera
a li
store
.580
store
case
clara
woul

offering for sale of any products or commodities manufactured, sold, or offered for sale by such person, unless—

"(1) such payment or consideration is offered on proportionally equal terms to all other customers competing in the distribution of such products or commodities; or unless

"(2) the business, identity, or interests of such customer are in no way publicly associated, by name, reference, allusion, proximity, or otherwise, with or in the furnishing of such services or facilities, and the consideration paid therefor does not exceed the fair value of such services or facilities in the localities where furnished.

"(d) For purposes of suit under section 4 of this Act, the measure of damage from any violation of this section shall, in the absence of proof of greater damage, be presumed to be the unit amount of the prohibited discrimination, payment, or grant concerned, multiplied by—

"(1) the volume of business involved in such violation in case the plaintiff shall be in competition with the grantor therein in the distribution of the products or commodities concerned; and

"(2) the volume of plaintiff's business in the respective products and commodities, and for the period of time concerned in such violation, in case the plaintiff shall be in competition with the grantee therein, or, in cases under paragraph (b) of this section, in competition with the intermediary or with the person for or under whose control such intermediary shall act therein."

♦ ♦ ♦

Florida Taxes Retail Stores

Governor Sholtz has signed a bill, passed by the Florida legislature, which imposes occupational licenses and gross receipt taxes on retail stores, with chain stores bearing the brunt of the levy. Both taxes and license fees are graduated according to the number of stores operated. The highest bracket calls for a license of \$400 annually for each store in groups exceeding fifteen, and .58034 cent of the gross receipts. Chain store interests will contest the law. In case the gross receipts portion is declared invalid, the occupational licenses would be doubled.

*"It cuts deeply into the
consciousness and imag-
ination of its readers"*

that's why

THE American MAGAZINE

*wins consistent applause from
advertising men:*

"Your editorial people are to be congratulated upon the fine job they are doing."

Egbert White, *Vice-President*
BATTEN, BARTON, DURSTINE & OSBORN, INC.

♦ ♦ ♦

"A grand job has been done by The American Magazine!"

Franklin Bell, *Advertising Manager*
H. J. HEINZ COMPANY

♦ ♦ ♦

"It is one of the very few magazines which I take the time to read. I find all of its features interesting and enjoyable."

Howard J. Mountrey, *Vice-President*
THE BORDEN SALES COMPANY, INC.

♦ ♦ ♦

"I think you are doing a splendid job with this publication."

Edwin O. Perrin, *Vice-President*
McCANN-ERICKSON, INC.



Color to the Rescue

Pro-phy-lac-tic's Yellow Carton Comes to Aid of Trade-Mark and Helps Procure Injunction

BEARING a note of warning to all who may be tempted to simulate established trade-marks, a decision last month in the United States District Court, Eastern District of New York, gives victory to the Pro-phy-lac-tic Brush Company. Judge Robert A. Inch handed down the decision.

The defendant was Abraham & Straus, Inc., a Brooklyn department store which had been selling a tooth powder carrying the trade-mark "Prophylactic." However, said Judge Inch, "There is no controversy here over the fact that it is Park & Tilford (New York) that is now conducting the defense of this particular defendant." The retail store bought the tooth powder from Park & Tilford, distributor.

The setting for this case at law goes back a half century or more, when the patented "Prophylactic" tooth brush was sold to the Florence Company by a New York dentist, a Dr. Rhein. The name was registered as a trade-mark in 1891, in 1902, in its present hyphenated form in 1905 and in 1925 registration was renewed. For fifty years the brush has been sold in a yellow carton with the trade-mark in red letters.

Large sums of money have been invested in advertising. "From 1924 to 1933," says Judge Inch, "the yearly average of sales of this brush, in its yellow box, has been in excess of 7,500,000 brushes. The yearly expenditure for advertising has been approximately \$500,000."

The tooth powder, too, goes back to Dr. Rhein, who made and sold it as best he could by himself or in corporate form—under the Prophylactic name—until his death in 1922. But the container was always a gray or cream colored can with a purple top.

After Dr. Rhein's death the tooth powder business went through a series of changes—sales, incorporations, transferences of trade-mark, etc. In 1933, Park & Tilford, Inc., a holding company, designated Park & Tilford (New York), a subsidiary, as sales and distributing agent for the product.

No sooner did Park & Tilford, Inc., obtain the alleged rights of the trade-mark, etc., than, in the language of the court, "it abandoned the purple and cream color can of Dr. Rhein and proceeded to carefully copy the color, to wit, the 'yellow' with the 'red,' which had so long identified plaintiff's merchandise. It even imitated the division of the word Prophylactic into syllables and made up packages that would mislead or tend to mislead any ordinary purchaser as to the source of manufacture of the tooth powder. . . .

Contents It Still Has Right to Word "Prophylactic"

"The fraud is so plain that even this competitor did not dare continue it. On the contrary it now indicates that it no longer will thus mislead the public. It contends, however, that it still has the right to use the word 'Prophylactic' because of the trade-mark."

This, Judge Inch decides, is contrary to the judgment of the Court:

"The fraud is found in the unfair 'use' of the trade-mark with its distinctive colors. I see no way of dissecting it and separating the good from the bad.

"It was not the desire of the plaintiff to enter the tooth powder field, proper though this may be, that prompted this litigation but the deception of those already in the field to mislead the public and unfairly compete with plaintiff in 'related' merchandise. . . .

"Nor can I find assurance, in

The Heart of Today's Sales Problem

Advertising is an essential tool of distribution. But not the **only** tool.

• • • • •

Efficient **production** arrived when we learned how, not only to use each separate tool efficiently, but to **co-ordinate** all tools in a production **plan**.

Efficient **distribution** will arrive when we learn how to co-ordinate our distribution tools so as—

To put, at the lowest possible total cost in time and money, a thoroughly prepared and efficient salesman, equipped with a definite and timely sales story, in front of a high-potential prospect who is already interested or at least informed: and to do so at the precise time most favorable for producing a sale.

• • • • •

It is our function to supply the intimate and detailed inside knowledge of **all** the essential tools of distribution, by which, and only by which, true co-ordination of these tools, to this end, may be measurably achieved.

We invite confidential discussion—of course without obligation—of problems involving better co-ordination of sales and advertising effort, with manufacturers, publishers, bankers and advertising agencies, either on their own behalf or that of one or more of their own customers or clients.

The Merrill Advertising Company, Inc.

HARRY M. HITCHCOCK, *President*

40 East 49th Street

New York, N. Y.

view of what has plainly taken place, that a repetition of this fraud, or in some other ingenious way, may not take place, occasioning other suits and possibly further damage to plaintiff's business and good-will.

"Accordingly regardless of technical trade-mark and other legal rights that might arise on a different state of facts, it seems to me plain that this competitor and defendant cannot be heard to complain if, by its fraud, it has forfeited the protection of such

technical rights in the name 'Prophylactic' in a court of equity which it might otherwise have had, had it proceeded with fair dealing."

Then the decision arrives at the spot where it grants an injunction against the use, by defendant, of the word "Prophylactic." There is a suit pending for the same cause, which has not yet been reached for trial. That suit is against the Park & Tilford Corporation. The plaintiff has obtained a temporary injunction in that suit.

Wins Trade-Mark Suit

JUDGE KIRKPATRICK, of the United States District Court at Philadelphia, signed a decree in favor of the Campana Corporation in its suit against Nathan Glanzburg, doing business as the Dovola Company, Duval Drug Company and the Duvola Drug & Sales Company. Campana charged infringement of its trade-marks and unfair competition based on use by the defendant of the name "Italian Balm."

Evidence was introduced to show that, since the formation of an American company in 1926, nearly \$2,000,000 had been spent in acquainting the American public with

Italian Balm. The Court, in its opinion, said that "as a result of the plaintiff's advertising and sales the words 'Italian Balm' have acquired a secondary meaning and are now and have been for some time past widely associated in the mind of the public with the plaintiff's product."

This finding closely parallels the decision of the New York Supreme Court in the suit brought over Baume Analgesique by Thomas Leeming & Company, which was reported in the June 13 issue of *PRINTERS' INK*. The Court perpetually restrained Glanzburg from use of the term "Italian Balm."

R. C. Ayres Now in Agency Work

Rollin C. Ayres has been elected a vice-president of James Houlihan, Inc., San Francisco agency. For the last seventeen years he has directed the advertising and sales promotion activities of the Zellerbach Paper Company. He will continue to serve Crown-Zellerbach as advertising counselor.

Madigan with Cleveland "News"

Joseph V. Madigan, assistant circulation manager of the Cleveland *Plain Dealer* for the last five years, is now circulation manager of the Cleveland *News*.

Death of J. E. Plant

J. E. Plant, account executive of Gunther-Bradford & Company, Chicago agency, died recently while on a Western business trip.

Erwin, Wasey British Appointments

Justin R. Weddell, formerly managing director of Erwin, Wasey and Company, Ltd., of London, has been named chairman of the board of the British branch. E. J. Smith, formerly managing director of Coleman & Company, has joined the agency as vice-chairman. Mr. Smith has been active in the British Isles as a sales and merchandising executive.

New Account to K. H. & P.

The Madison Hotel, New York, has appointed Kimball, Hubbard & Powell to handle its advertising. Newspapers, class magazines and direct mail will be used.

Mott Leaves Zonite

George A. Mott has resigned as advertising manager of the Zonite Corporation, New York, Zonite, Forhan's tooth paste, Larvex and Annette's Perfect Cleanser.

Announcing the Appointment

of

BRUCE GOULD

and

BEATRICE BLACKMAR GOULD

as

Editors-in-Chief

of the

LADIES' HOME JOURNAL

THE CURTIS PUBLISHING COMPANY

PHILADELPHIA, PENNSYLVANIA

ANNOUNCING
A COMPETITION IN DESIGNS
FOR
**AMERICAN
TYPE FACES**
TO BE CONDUCTED
BY THE NATIONAL BOARD
ON PRINTING TYPE FACES

The Board is composed of representatives from the following organizations:
Art Directors Club, New York City
The Society of Typographic Arts, Chicago

The American Institute of Graphic Arts

The American Association of Advertising Agencies

The Advertising Typographers of America.

The duties of the board are to meet periodically to examine new type faces, to decide which of the new types in its opinion have the qualities of legibility, beauty, and suitability for advertising and general use, and to publish reports of its decisions.

DESIGNS The designs may be for (1) advertising types, including (2) special display types, such as are used for headings, (3) book types.

PRIZES The prizes offered are, for the best type face suitable for general use.

First prize	\$300
Second prize	\$150
for the best type face suitable for advertising use	\$100
for the best type face suitable for book printing	\$100

AWARDS The prizes will be awarded to the designs which in the opinion of the jury will result in type having the highest degree of legibility, beauty, usefulness, and originality, and which are presented in an attractive and workmanlike manner. The National Board on Printing Type Faces will act as a jury for determining the awards.

OWNERSHIP The prize winning designs remain the property of the designer but the National Board on Printing Type Faces will endeavor to assist in the sale of the prize winning designs to type foundries, or composition machine companies. In the case of type faces winning the first and second general awards, the Ad-

verti
retain
use o
year
ELI
fessio
from
are el
As th
on Pr
type
that
ously
cially
comp
tal id
It is r
petiti
E. M
Boar
Eigh
advis
numb
Comp
desig
more
PRE
are to
set o
white
size.
heigh
The f
1. A
lette
cont
bet,
A Q
OVI
or J
RIZ
2. A
tal l
3. A
case
4. A
lette
In th

AI

For fu

vertising Typographers of America retain the privilege of the exclusive use of both types for a period of one year after their production.

ELIGIBILITY Designers, professional or student, men or women, from any part of the United States are eligible to compete in this contest. As the object of the National Board on Printing Type Faces is to promote type design in this country it is hoped that designers who have not previously worked in this field, and especially student designers, will enter the competition. Original and experimental ideas are particularly desired. It is necessary to register for the competition with:

E. M. Diamant, Chairman, National Board on Printing Type Faces, 461 Eighth Ave., New York City, N. Y. advising him by letter or postcard the number of designs you will submit. Competitors may submit one or more designs but will not be eligible for more than one prize.

PRESENTATION The designs are to be submitted in the form of a set of drawings in black on sheets of white bristol board 12 x 18 inches in size. The letters are to be 1 1/4" in height for the lower case b.

The following drawings are requisite:

1. A drawing in roman lower-case letters using any sentence which contains all the letters in the alphabet, such as

A QUICK BROWN FOX JUMPS
OVER THE LAZY DOG
OR JOHN QUICKLY EXTEMPO-
RIZED FIVE TOW BAGS

2. A similar drawing in roman capital letters.
3. A similar drawing in italic lower-case letters.
4. A similar drawing in italic capital letters.

In the case of special display types,

those drawings which are not required to show the design of the type may be omitted. Each set of drawings is to be placed in a paper folder together with a sealed envelope containing the designer's name and address. A distinguishing symbol shall be placed on the back of each drawing, on the folder, and on the envelope containing the designer's name. As the names of the designers are not to be known until after the awards have been made, the symbol used should not in any way identify the designer. Drawings must be sent flat, not rolled. A typewritten sheet containing any notes regarding the designs may accompany the drawings. To qualify for awards all designs submitted must follow the specifications and conditions here given.

TIME All entries must be sent post-paid to

E. M. Diamant, Chairman, National Board on Printing Type Faces, 461 Eighth Ave., New York City, N. Y. and must be received before midnight on October 1, 1935. The awards will be announced on November 1, 1935.

RETURN OF ENTRIES If the competitor desires to have his designs returned to him, a statement to that effect must be included in the sealed envelope which accompanies the drawings.

RESPONSIBILITY The National Board on Printing Type Faces will take every means to secure the safety of the designs submitted, but will not be held responsible for any loss or damage.

EXHIBITION Following the award of prizes all of the drawings submitted or a selected number may, at the discretion of the jury, be placed on exhibition for a period of three months. No designs will be returned until the conclusion of the exhibition.

Competition sponsored by the

ADVERTISING TYPOGRAPHERS OF AMERICA

For further information address Executive Sec'y, 461 Eighth Ave., New York City

Typography That Sets Up an Idea



Contest in Reverse

Brewery Challenges Critics to Say Why They Don't Like Ale, and Sales Jump 30 Per Cent

RECENTLY there came to a close a contest which could only be won by a man who said in effect, "I don't like your product and here's the reason why." That may look like a wholly destructive angle.

The facts, however, prove otherwise.

The contest, promoted only by

About three months ago, the additions to the brewery were completed and it was then necessary to get additional consumption to take care of the extra 17,000 barrels to be produced annually.

Then it was that the idea of a contest to get beer drinkers to try Friars Ale was suggested. A contest in negative form—"Why I don't like Friars Ale"—was decided upon for reasons of, first, novelty and, second, for any utilitarian value it may have as a consumer survey. Results have proved that it served both purposes.

C. A. Koerber, president of the company, says that the contest has resulted in a 30 per cent increase in sales and that the brewery, enlarged a third, is again running at capacity volume. The increase occurred within ten days after the contest was launched and sales have since continued to hold up to that level.

An interesting feature of the contest was the way in which it was received by the public. Fully 65 per cent of the thousands of people who participated in it, thinking there was some joker involved, wrote letters which were highly complimentary rather than critical of the product.

However, the awards are to be given to those whose letters offer the best constructive criticism of the brewery, its product or its operations. It is possible that some of these letters may be used in later advertisements.

Contest rules were simple. While it was stipulated that a contestant should drink three bottles of Friars Ale, nothing was said about sending in labels, bottle caps or other proofs that the ale had been purchased and consumed. The simple stipulation was this: "If you don't like it, write us a letter and tell us why . . . fancy language or fancy writing doesn't count."

[illegible]

The contest has boosted sales 30 per cent

newspaper advertising and spot broadcasting, was conducted by the Grand Valley Brewing Company, Ionia, Mich., whose plant is devoted entirely to the manufacture of ale. When the brewery commenced operations about a year ago, its capacity was in the neighborhood of 50,000 barrels a year. Almost from the start it was operating at capacity and plans were put through to increase the output a third.

Retailers' Problems

Some Interesting and Helpful Ideas Extracted from Convention of National Retail Dry Goods Association

Consumer Curiosity

WE are aware of a sincere consumer interest in the intrinsic content, and the true performance, of merchandise. This is not wholly attributable to the commercial organizations engaged in so-called consumer research—whose doctrine seems to be that you might pay a lot less for a lot of things if you made them yourself, and if you put no valuation on your time. Consumer interest rises rather out of what the Federal and State research bureaus are doing and disseminating.

It rises out of our natural Yankee curiosity to find out what makes a watch tick. It rises somewhat out of the discussion, by editors of newspapers and magazines, of standards of quality and performance—though this discussion is gingerly because the newspaper and the magazine are supported by the advertiser. It rises too out of that same public skepticism to which I referred: suspicion of the outrageous claims made by certain of our more conspicuous advertisers.

But whatever its causes, and whatever its occasion, it is unmistakably there. The more widespread and intelligent it becomes, the better the quality of understanding between customer and merchant. The long-range economies in distribution which might be effected if all misunderstanding could be eliminated, are, we believe, self-evident.—Paul Hollister, executive vice-president and publicity director, R. H. Macy & Company.

* * *

Informative Labels

The complex problem which faces retailers who are trying to learn the facts about merchandise

and to train salespersons in the proper use of these facts would be solved if labels used on commodities presented adequate information. A good informative label carries facts regarding quality which relate directly to the purpose of the particular commodity to which it is attached. Fortunately, the use of good informative labels is increasing, but the consumer has learned that labels still must be read very critically.—Carol Willis Hyatt.

* * *

Dramatic Display

In observing display promotion carefully, I see definitely three types—Class C, "ordinary"—Class B, "neat and orderly"—Class A, "dramatized" display.

Ordinary display is the type that is amateurishly done, or in other words, the old-fashioned type where stores believe that by crowding everything possible into the window they have the best average chance of selling everything.

Neat and orderly display is the class in which, because of policy of the store and respect for windows, good taste is used in placing the merchandise neatly and in changing the windows often, perhaps once each week.

Dramatized display is the type that not alone shows the merchandise but dramatically portrays and emphasizes the utility, style or purpose of the merchandise.

Suppose you are looking through a magazine. If you turned every page, would you read every ad? Certainly not. Yet all advertisers in that magazine were assured of a circulation of hundreds of thousands or millions. But only the ads that actually are read (and this in most cases means "dramatic" advertisements easy to read) conquer the largest percentage of their

Come and Get It! NOW!

There's business to be had in the advertising pages of PRINTERS' INK. Especially during the next 90 days when impressions can be made to influence decisions on Fall and Winter plans.

Especially in this year of 1935—the year of changing schedules and short-term commitments. You can't be too sure today of what you're going to get in 90 days.

In other words, if you are not on the list, that doesn't mean you can't get on; and if you *are* on, you may not stay on without continued effort.

William Wrigley, Jr., once remarked that he used advertising to sell his goods—and also to remind his customers that they liked his goods—and keep them sold.

The business is here—here in PRINTERS' INK.

Of all accounts spending \$50,000 or more in either

newspapers, magazines or radio, PRINTERS' INK reaches 85% of the concerns.

And that 85% represents:

92.5% of the newspaper lineage (263,126,805 lines)

95.6% of the magazine volume (\$81,805,242)

91.1% of the radio network money (\$37,071,024)

PRINTERS' INK reaches an average of nearly five people to a concern (often reaching 20 to 25 in larger ones).

A breakdown of these shows:

23% Major Executives (*general manager or above*)

15% Sales Executives

24% Advertising Executives

38% company subscriptions and miscellaneous

Could anyone ask for more in coverage or business possibilities?

Business is here—lots of it. Come and get it! NOW!

circulation. Each window becomes nothing more than a direct comparison to each page of advertising in a magazine or newspaper. Thus, only the windows that stop people receive the benefit of this vast circulation which is continually passing.—W. L. Stensgaard, president, W. L. Stensgaard & Associates, Inc.

* * *

Making News

Advertising's function is to inform—to spread the news. And if the news isn't worth printing because it really isn't true or interesting or timely or important, then it really isn't news—and so money is wasted.

After all, we are all trying to sell more goods in such a way as to keep selling more goods, or we should be. If I am engaged in the merchandising operations of a store, if I am one of that most important group in any store, a buyer—a term most inadequate to describe what I should be—if, more properly, I am really a merchant, I must realize that I am the man who makes the news which makes the advertising. I must be a discoverer of what is new, a creator of such essential refinements as make a line of goods superior, a sort of home-made psychologist to read in my customers their probable reactions to my intended purchases, a statistician so that I may calculate from what has happened what will happen, and perhaps above all an enthusiast, so that, having bought the goods I believe in I may inspire others to help me sell them. When I have performed my job in this fashion, the advertising department will have an abundance of news to send to my customers.—Bruce MacLeish, vice-president & general manager, Carson, Pirie, Scott & Company.

* * *

Quality Copy

I think more important than rates is the use you make of the space you buy. There is nothing more expensive to a newspaper than space. That is the thing we carry on a high business to provide and in every newspaper of

ordinary excellence the publisher reserves to himself a free hand. He does not consider the preparation of his copy of second or third importance; on the contrary, the greatest care is exercised to procure the most expert writers we can employ. We spend hundreds of thousands of dollars every year, which we might save, in order to improve the quality of the copy we put in our paper. Now what applies to the reading columns of the newspapers applies with equal force to the space you buy and fill with your material.—Colonel Frank Knox, publisher, Chicago *Daily News*.

* * *

Voluntary Labeling

The woman of today is being widely and rapidly educated by women's clubs, home economics and other groups to demand specific information regarding merchandise under consideration for purchase. It may well be that unless this information is voluntarily made available to her by manufacturers and retailers at the point of sale their hands will be forced. Careful labeling or tagging of merchandise, with facts presented preferably on the basis of laboratory findings is the safe way to assure accuracy of presentation. It is not reasonable to expect sales personnel to remember the many diverse facts about the hundreds of pieces of merchandise they handle regardless of how excellent the work of buyers and training departments in instructing them may be. This information can, however, be at their fingertips if it is provided in some manner of printed form.—E. C. Morse, merchandising director, Associated Wool Industries, Inc.

* * *

Cash Value of Old Customers

The publicity, advertising and promotion departments are so engrossed with the dramatics of their general mass advertising preparation, that their whole attitude of mind is diverted to channels of display publicity—selling the big story of merchandising and special sales

ublisher
e hand.
prepara-
or third
ary, the
to prom-
oters we
undreds
y year,
order to
e copy
w what
ms of
h equal
and fill
Frank
Daily

—shouting from the house tops—
if you please—often in a glorified
effort—to attract *new* customers,
that they neglect entirely to do an
intelligent job promoting:

More business from present cus-
tomers. Reviving old customers.

I am confident that if more mer-
chandising men—store executives
and retail advertising managers—
had a fuller appreciation of what
"the cash value" of each and every
customer really meant to their
stores, and what the potential pos-
sibilities were for developing in-
creased sales among those very
same customers, they would devote
more time and attention to cus-
tomer-building—than they are do-
ing at the present time.—Homer J.
Buckley, president, Buckley, Dement
& Company.

* * *

Private Brands

Private trade-mark adoption is
not nearly so much a matter of
close buying as it is one of clever
creation and effective merchandis-
ing. If your store has these talents
available, you should obtain grati-
fying results with certain types
of private trade-mark goods.—
Walter N. May, merchandising
counsel.

* * *

Pre-evaluation

I believe that consumers really
want to know more about what
they buy. That many manufac-
turers and stores have that same
opinion is attested by the appear-
ance of more and more merchan-
dise bearing tags guaranteeing
better wear, less shrinkage, faster
colors, and specific directions for
proper care. If a department store
is adequately to protect the con-
sumers for whom it buys, it must

organize some sound program in-
volving the scientific pre-evalua-
tion of its merchandise, particularly
that sold on the basis of utility
and requiring constant use and
frequent cleaning. Scientific pre-
evaluation is less important for
fashion merchandise sold on the
basis of its esthetic values of ex-
clusiveness, delicacy of color,
weave, or finish, and for which
little durability is expected.—
Jules Le Barthe, Mellon Institute.

* * *

Five-Year Credits

We have all observed how the
instalment business has grown in
every line, and I am just wonder-
ing where we are going to stop.
Merchandise that was originally
sold on a six and eight-month basis
is now being sold on a two and
three-year basis. Some particular
types of merchandise, which were
sold on a sixty and ninety-day
basis, are now being sold on six-
month basis, and so on. Is it not
reasonable to suppose that in an-
other few years we will be asked to
grant terms extending to four and
five years, and if so, how are we
going to meet the situation?—
J. P. Olive, credit manager, Titche
Goettinger Company.

* * *

Seeing Is Believing

Displays, as we know them in
legitimate stores, build a kind of
subconscious feeling of trust that
never requires the backing of
"Truth in Advertising" editorials.
Seeing is believing, and this one
big truth should simplify the whole
problem, not only of display, but of
better display and better selling.—
H. C. Oehler, display manager,
Wieboldt Stores, Inc.

* * *

Oregon Has Four A's Chapter

Four Portland advertising agencies
have formed an Oregon chapter of the
American Association of Advertising
Agencies. They are Gerber & Crossley,
Inc.; McCann-Erickson, Inc.; Botsford,
Constantine & Gardner; and Lord &
Thomas. Officers are: Joseph R. Ger-
ber, chairman; Vernon R. Churchill,
vice-chairman; and Miss Frankie Croy-
kendall, secretary-treasurer.

New Farm Publication

Bascom B. Clark Associates, Inc., has
been incorporated at Madison, Wis., to
publish a new magazine to be known as
Farm Power, which begins with a July
issue. The publication is to be a revival
of *The American Thresherman*, formerly
published by the late Bascom B. Clarke
but discontinued about three years ago.
Lynn Clarke is president of the new
company.

being
ted by
nomics
d spe-
mer-
on for
at uni-
ntarily
manu-
t the
will be
r tag-
facts
asis of
e way
tation.
t sales
many
eds of
t the
g de-
a may
t how-
f it is
rinted
dising
ndus-

ers
and
o en-
their
para-
le of
dis-
story
sales

Stockholders as Prospects

Why Sharply Differentiated Method of Selling Them Is Neither Necessary Nor Wise

INVESTORS SECURITIES CORPORATION
MEMPHIS, TENN.

Editor of PRINTERS' INK:

I am very much interested in any article or articles which appeared in your publication or in any other publication that you might know of in regard to public relations work with stockholders. In other words, ideas similar to those used by General Foods in causing stockholders to work with their company. I should like to secure a copy of *PRINTERS' INK* of December 8, 1932, which carried an article entitled "General Foods Turns Stockholders into Working Customers."

G. R. AMES.

THERE is a lot of faulty thinking regarding stockholders. Too often the list of people who own shares of stock in a company is regarded as a special list that theoretically at least should require very little sales effort. Because these people have a few dollars at stake they are supposed to be easy prospects; they should, it is reasoned, be anxious to buy the products of their own company because this will mean increased dividends.

It is an example of the old futile attempt to put people into arbitrary classifications. Many advertising men persist in believing that housewives, stenographers, debutantes, college girls, waitresses and bareback riders all belong in separate groups, that they think and act differently. Of course they don't, except in certain specific instances in matters pertaining directly to their duties or pleasures. Likewise, bankers, bakers, baseball players and advertising men aren't all moulded into different groups. Prospects are people who have a need for and are able to buy a product. Each prospect will buy when he is convinced that the product is the one that he needs

and wants. It won't make any difference whether he happens to be a banker, a laborer, or a stockholder.

Thus, as a general thing, it is well to regard the list of stockholders as merely a list of prospects, if you have a product that should appeal to them, or as a list of people who may be able indirectly to influence sales.

It is much more important to see to it that stockholders receive the right sort of information and plenty of it about their companies and the way in which they are run. Mr. Stockholder didn't buy a share of stock in order to be solicited for business. He didn't expect to be put on the payroll as a salesman. His dividends, if any, should come from the management's successful efforts to sell to consumers everywhere rather than this one single group.

It is true that stockholders can be put to work, but too much should not be expected of them. They are not likely to respond to "buy the products of your own company" appeal. There must be some good old-fashioned reasons why.

Roughly, stockholders can be divided into two major classifications—those who are themselves prospects and those who may be able to influence sales. The first group is the most important and generally the only one worth devoting any attention to.

Most of the larger companies manufacturing consumer products make some attempt to gain the co-operation of stockholders. The most popular method, naturally, is to ask them to buy. This is done in dividend enclosures, in annual reports and even in advertising in financial publications.

A second method is to distribute samples of the product. A small quantity may be sent to each stockholder free with a little sales mes-

sage. Some advertisers offer a regular package to stockholders at a discount. Others prepare special packages containing a group of products or the entire line. These are sometimes offered as Christmas packages for the stockholders to send to their friends. There is usually some sort of charge for this.

A third form of co-operation is to ask the stockholders to talk to their dealers, urging them to stock the products of the company.

A few advertisers encourage stockholders to offer suggestions, but this form of co-operation is not particularly popular. The suggestions are seldom of value and it takes time and trouble to explain why. Ill-will may result.

One of the most effective ways to keep stockholders interested in their company is to send them a house magazine, perhaps one that is distributed among employees or dealers regularly. This should not be done, however, unless the list is fairly small and there is some definite indication of the interest of the stockholders. Probably the best way is to send a sample copy and offer to put any stockholder on the mailing list if he is interested in receiving a copy every month.

Stockholders are primarily interested in how their company is being operated and the results. Most of them are intelligent enough to realize that the few dollars' worth of merchandise that they might buy isn't going to have much effect on dividends.

In other words, the stockholder is not a man who is going to buy something he doesn't need just because he has a financial interest in the company manufacturing it. He is, instead, just a consumer, possibly a prospect, who will be interested in the product in the main for the same reasons that other consumers are interested.

It is for this reason that all literature designed to sell stockholders should be prepared by the advertising department or the advertising agency. Let merchandising experts analyze the stockholder list, determine whether or not money spent in trying to make sales to this group or in trying to get co-operation would be well-spent.

GOOD COPY

is not a
panacea,
but it has
cured
many a sick
business.

**HAWLEY
ADVERTISING
COMPANY
INC.**

95 Madison Ave.
New York City

Paul West Gets Plaque



Left to right: Frank L. Avery, Edwin N. Downs, Paul West, William Wolff and Sidney W. Dean, Jr.

IN recognition of his services as first president and charter director of Controlled Circulation Audit, Inc., Paul B. West, managing director of the Association of National Advertisers, was given a bronze plaque by that organization last week. The presentation was made by Edwin N. Downs, of the

Ethyl Gasoline Corporation, president of the C. C. A. Present at the ceremony were William Wolff, Western Electric Company, secretary; Sidney W. Dean, Jr., J. Walter Thompson Company, treasurer; Frank L. Avery, managing director of Controlled Circulation Audit, Inc.



New Company Takes Over "Hospital Management"

Marshall W. Reinig, F. B. Shondell and M. F. Flanagan, all formerly executives of the Gillette Publishing Company, have organized Institutional Publications, Inc., Chicago. Mr. Reinig is president; Mr. Shondell, vice-president and treasurer, and Mr. Flanagan, secretary.

The first publication purchased by the new company is *Hospital Management*, formerly owned and published for nineteen years by the Crain Publishing Company, which will be issued in a new format.

The personnel of *Hospital Management* will include James P. Dobyns, managing editor, Helen R. Young, associate editor, Mr. Reinig, business manager, Mr. Shondell, advertising manager, and Mr. Flanagan, circulation manager.



Heads Grand Rapids Club

Richard Smith has been elected president of the Grand Rapids, Mich., Advertising Club.

New Jersey Publishers Elect G. P. Taylor

Garvin P. Taylor, of the *Montclair Times*, has been elected president of the New Jersey Press Association. He succeeds Charles C. Kahlert, Perth Amboy *News*.

James Kerney, *Trenton Times*, was elected vice-president. W. B. R. Mason, *Bound Brook Chronicle*, was elected treasurer for the thirty-first time, and John W. Clift, *Summit Herald*, secretary, for the twenty-seventh year.

Professor Kenneth E. Olson has been appointed paid secretary of the association. He was formerly with the department of journalism at the University of Minnesota and in the fall will head Rutgers' school of journalism.



Sperry Made Vice-President of Clark-Jacobs

Wade R. Sperry, formerly with Jacobs List, Inc., in the Chicago office, is now vice-president and account executive of Clark-Jacobs, Inc., New York.

Authors Turn Copy Writers

Courtney Ryley Cooper, Corey Ford and Alastair MacBain Help
Illuminate a Booklet about Bait

WITH the help of the conscientious Courtney Ryley Cooper and the ingenious team of Corey Ford and Alastair MacBain, the South Bend Bait Company has brought out another edition of "Fishing—What Tackle and When."

Here is a little, limply-bound, paper-covered volume—this year, 108 pages—that is at once a catalog and an angler's manual. Most of it is serious stuff, practical instruction for the man who would use fishing tackle to catch fish.

However, Mr. Cooper and the collaborating Messrs. Ford and MacBain appear in the pages as contributors, not necessarily bounden to the task of boosting South Bend sales. But certainly they add interest.

For the enjoyment of copy men—who may also be fishermen—PRINTERS' INK quotes.

* * *

Mr. Cooper presents "A Picture of a Man Writing a Book."

His copy goes like this:

COURTNEY RYLEY COOPER
WASHINGTON D C
WHEN WILL BOOK BE FINISHED
SALES CONFERENCE NEXT WEEK IF
YOU EXPECT THIS TO BE BEST SELLER
YOU'LL HAVE TO RUSH IT

LITTLE BROWN & CO

LITTLE BROWN & CO
BOSTON MASSACHUSETTS
WORKING DAY AND NIGHT ON BOOK
AM CALLING IT TEN THOUSAND PUBLIC
ENEMIES GREAT TITLE EH SENDING
CHAPTERS ON DILLINGER BABY-
FACE NELSON AND OTHERS TODAY
BEST REGARDS

COOPER

Author: All right, Mrs. Chanin, we'll go on from where I left off. The escape from Indiana State Penitentiary was carefully planned. Dillinger had promised his fellow prisoners—

Bellboy (walking in without knocking): Telegram for you sir.

Author: Give him a quarter, Mrs. Chanin.

Bellboy: Any answer?

Author: Wait a minute. (Reads.)

TRUST WORK ON BOOK WILL NOT
PREVENT YOUR JOINING ME IN A
LITTLE EARLY BASS FISHING HAVE
SOME NEW BAITS THIS YEAR THAT
WILL MAKE THE OLD SMALLMOUTHS
TURN HANDSPRINGS CUT OUT THE
WORK AND LETS GO FISHING BEST
REGARDS

IVAR HENNINGS

SOUTH BEND BAIT COMPANY

Author: Take a telegram, Mrs. Chanin.

IVAR HENNINGS

SOUTH BEND BAIT COMPANY

SOUTH BEND INDIANA

DEAR IVAR AM UP TO MY NECK ON
INSIDE STORY OF DEPARTMENT OF
JUSTICE FIGHT AGAINST CRIME ALL
INSIDE STUFF CHANCE OF A LIFE-
TIME TO GET REAL STORY AND TELL
IT SORRY CANT GO FISHING

SAMEZEVEER COOP

Boy: Is that all?

Author: Yes, and get out. Now, Mrs. Chanin, where was I?

Mrs. Chanin: You were dictating about the escape from Indiana State—

Author: Oh, yes. Then Ivar Hennings—no, that's wrong—then the convict said he'd try to get some guns and throw them over the wall as soon as he was paroled. So the minute he got away, he got his fishing tackle—cut that out—and met Ivar Hennings—

Mrs. Chanin: I'm afraid that's wrong.

Author: Yes, cut it. (Looks out window.) Gosh, it's a swell day! Just enough ruffle on the water. Just enough clouds and sunlight. Did you ever fish for bass, Mrs. Chanin?

Mrs. Chanin: Why—I've never fished at all.

Author: You never? Why you've never lived. You know, to go out on a day like this—with just enough breeze to sort of brush against your cheek. The birds singing away off somewhere—a hawk circling against the sun. The leaves quivering so that they seem to talk to you—and tell you the fish are biting.

Mrs. Chanin: I guess that telegram disturbed you.

Author: Disturbed me? Not at all. It rested me. My mind's as clear as a bell. Just a minute, now, and we'll start this chapter over. I'll go into the causes behind crime—how politics and police forces sometimes get all mixed up—and how the gun molls carry saws and such to their boy friends in prison—er—what did Hennings say in that wire about baits?

Mrs. Chanin: He says he has some new baits this year that ought to—

Author: I know—I know. Ought to knock 'em for a loop.

Mrs. Chanin: The criminals?

Author: No, the bass! Oh, there's something about bass fishing that gets under your skin. You get so you love it. They always seem to live in such beautiful places—lily pads, shades of trees, around the old snag just beyond the bend. And you've got to cast for them just so—that's what I've always liked about Ivar's baits—they seem to have the right balance and when they get a fish they hook that fish.

Mrs. Chanin: Now about this new chapter.

Author: But for that matter, I like trout fishing just as well. Maybe better. But then, I like tarpon fishing, too. Now there's a kick! Trolling for 'em. I remember one time I was using a Tarp-Oreno down in Florida and—

Mrs. Chanin: About this chapter—

Author: There are two things that give you a tremendous kick when they strike—tarpon and muskallonge. I remember one time, Ivar Hennings and I flew into a new muskie lake up in the Red Lake section of Canada. We were

casting along, and, if I remember rightly, Ivar was using a Musk-Oreno, when all of a sudden the water boiled as if it were a geyser come to life and Ivar let out a yell and—

Mrs. Chanin: You've simply got to get to this book!

Author: All right. Start a new chapter. Ready? The woman in crime is a distinctly new element that must be reckoned with in these days of super-lawbreaking. She carries the criminal's gun, she "accidentally" faints at the scene of the crime, causing enough excitement to halt the chase for the fleeing lawbreaker. She aids in prison escapes. Again in the Indiana escape, a man named Ivar Hennings was seen traveling down the street and guarding a bunch of convicts.

Mrs. Chanin: Is that right?

Author: Is what right?

Mrs. Chanin: About Mr. Hennings' guarding a bunch of convicts?

Author: Of course not. We'll start over. Ivar Hennings was seen going down the street with a rod case and a tackle box, containing this year's new South Bend plugs, which he—

Mrs. Chanin: Go back to crime, please.

Author: Of course. So the jail-break came about just as a seven-pound bass struck at Ivar's plug, and he struck it. There was a terrific explosion as the seven convicts rushed into the prison yard. Looking down from Tower 3, Guard Michaelson saw that the fish was making a rush for an old snag over by the left bank, while the fisherman tried frantically to turn him. "Blow the siren!" the guard shouted, and cast just where the trout has risen only a moment before.

The weird wail of the siren sent its chilling blast through the night air and the muskallonge plunged once more to free itself of the hooks of the red-headed Musk-Oreno. The warden rushed upon the scene. "They got away!" he shouted. "All of them got away. There goes one! Shoot him! Shoot him, I say!" The guard

whirled, and, shooting his plug accurately under the low fronds of the leaning tree, yelled excitedly as Convict 39442 rushed the Bass-Oreno and began a desperate fight for life.

By now, the riot squad had arrived, and the captain swung the boat about as the tarpon, its scales aglitter, leaped six feet, throwing seven sticks of dynamite against the prison wall, directly in the path of the warden, who changed his bait to Slim-Oreno, and cast again. There was a terrific explosion and the warden's reel sang with the rush of the captured prize. "I've got him!" he shouted, as the fire department rushed upon the scene to stop the blaze in Cell-Block 4, but not soon enough, for the speckled beauty was away again and heading for the rapids—

LITTLE BROWN & CO
34 BEACON STREET
BOSTON MASS

PLEASE COME GET MR COOPER HE
HAS JUST REACHED INTO HIS
TACKLE BOX FOR TROUT FLIES AND
THINKS THEY ARE PEANUTS HE
TELLS ME HE IS THE GHOST OF
IZAAK WALTON

MRS CHANIN
SECRETARY TO
COURTNEY RYLEY COOPER

* * *

Farther on in this same booklet, the Messrs. Ford and MacBain offer suggestions. They have titled their piece "Compleating Ye Angler," and their copy goes like this:

Each year this South Bend outfit is making it harder and harder for fishermen. Each year they put out a bigger and better catalog, full of more tackle than you can shake at the end of a stick. Each year they bring out another hundred page booklet with pictures of tempting plugs and luscious spinners and appetizing spoons and other delectable dinguses to satisfy the fishingest bug that ever dropped all his work to pore over its pages all spring. It's a wonder we fishermen ever get any business done at all.

The only trouble is that the catalog isn't complete. In vain we have

searched through its pages for several indispensable items that every angler needs. It is in an effort to bring this booklet right up to the minute, therefore, that we submit a few suggestions. We offer them free, for what they are worth:

I. Angler's False Face

Every fisherman knows that the first principle in angling is to fool the fish. Never let him know what you are up to. Catch him off his guard.

For this purpose we offer our up-to-date Fisherman's Disguise, consisting of a complete set of beard and whiskers, a limp, a longitudinal scar across the left cheek, and the fictitious name of "Harry." The outfit is guaranteed to fool any fish completely; and as a result the unsuspecting trout or bass will bite at once before he realizes his ludicrous mistake.

This disguise is also useful for the angler to wear home at night, in case he doesn't get any fish.

No. 886—False beard and whiskers
(Choice of colors).....\$0.50
No. 23—Dark blue spectacles,
cane, and sign reading "I
Am Blind" 0.49

II. Non-Snarl Casting Line

A snarling line is one of the most unpleasant things to have along on a fishing trip, as its incessant grumbling and complaining will spoil an otherwise pleasant afternoon.

Our new South Bend Non-Snarl-Oreno avoids this difficulty by a very simple device. Each inch of the line is carefully numbered. In the event of a backlash at No. 26, for example, all that the angler needs to do is to start with the number where the tangle occurred and read backward from No. 26 to 25 to 24, etc., thus eventually solving the snarl and reaching the beginning of the line just in time to reel it in and start back home before it gets too dark.

No. 131 (with luminous
numbers)\$25.00 per yd.

III. The Bing-Oreno

A distinct innovation in angling. No trouble landing the captive, no

bother removing the hook, no need, even, of cleaning the fish. These life-like worms, filled with our finest-grade nitro-glycerine, are lowered to the fish, which swallows them ravenously. All the angler needs to do is to raise the fish to the surface, hit him over the head with a baseball bat and, as he descends, catch him in a bucket. Makes Sport a Pleasure!
No. 99 (with Babe Ruth Bat) \$0.99

IV. The All-Day Sucker

No fisherman is complete without his pipe. It is his closest companion during the day. Always it is clamped between his jaws when the big one is landed. Even if he forgets it then, you invariably will find it in his mouth when the picture is taken.

As a result of such constant use, the average pipe is likely to become a little water-logged toward the end of the day, and often a good drag will produce a choking sound like that of the drain in the kitchen sink. To prevent this difficulty, we offer our special Self-Bailing Pipe for Fishermen. By means of a small hand-pump attached to the bowl, the fisherman may keep it purring sweetly from morning to night.

No. 77. The Scuppers (with rubber tubing)\$4.98

V. The Retrie-Oreno

Here is the last word in educated plugs. Not only will this intelligent creation scent the fish and hold its point until the fisherman has time to find a good-sized rock to throw, but, in addition, it will swim out and get the fish,

bring it back to shore, drop it at the feet of the triumphant angler, and stand wagging its tail eagerly and gazing up soulfully at its master with big painted red eyes.

No. 49. "Rover" (with leash, harness and whistle for field-work)\$1.00 per doz.

VI. Lyfe-Lyke Rubber Fish

Avoid the embarrassing features of an empty creel. Overcome that tendency of your friends to smile and inquire, "What, no fish?" Do away with the necessity of stopping at the butcher-shop on your way home. Try our special Lyfe-Lyke (pronounced *life-like*) Rubber Fish. These convincing little accessories are constructed like balloons, and when deflated may be carried in the hip-pocket. At the end of the day they may be blown up to any size, depending on the angler's personal reputation as a fisherman, and swung carelessly in the left hand, or held in front of a camera.

And now if the South Bend outfit would include these few suggestions in their next catalog, they ought to satisfy a lot of fishermen. As for the fish themselves, there's no need to worry about satisfying them. Personally, we've tried South Bend rods and spoons and spinners and plugs on muskies and rainbow and bass and salmon, in Maine and Ontario and British Columbia and Alaska; and we haven't seen, so far, a single fish that wasn't satisfied with them. And when South Bend puts out a better plug, Ford and MacBain will write it.

"Jersey Observer" Appointment

The Hoboken *Jersey Observer*, has appointed Norman R. Kohnfelder national advertising manager. He has been associated with the *Observer* since 1919, and for the last few years was on the staff of Gilman, Nicoll & Ruthman, publishers' representatives.

• • •

New Account to Federal

The E. J. Manville Machine Company, Waterbury, Conn., cold forging specialists, has appointed the Federal Advertising Agency, New York, as advertising and merchandising counsel.

With Doubleday, Doran

Robert Haydon Jones, previously with Lawrence Fertig & Company, New York agency, has been appointed publicity director of Doubleday, Doran & Company, Garden City, N. Y. He was formerly with the advertising department of R. H. Macy & Company.

• • •

Joins Johns-Manville

C. M. Piper, who has been directing his own sales counsel organization, has been made general manager of the automotive materials department of the Johns-Manville Corporation, succeeding J. T. Spicer, resigned.

Howard P. Ruggles

FORMERLY

PRESIDENT OF RUGGLES & BRAINARD, Inc.

HAS JOINED

Jam Handy Picture Service, Inc.

230 PARK AVENUE, NEW YORK

TO SERVE EASTERN ADVERTISERS

AND THEIR

ADVERTISING AGENTS WHO USE SCREEN ADVERTISING

Through the facilities of General Screen Advertising, Inc., and its affiliated distributors, Jam Handy Picture Service, Inc., now offers screen advertising privileges in nearly half the theaters in the United States. This new service enables advertisers to reach a market of 20,000,000 weekly, with sound motion pictures, at a cost for circulation of \$2.50 to \$4.50 per thousand, for black and white or full color subjects.

JAM HANDY PICTURE SERVICE, INC.

NEW YORK

DETROIT

CHICAGO

230 Park Ave.

2900 E. Grand Blvd.

6227 Broadway

Six-Point Program

ELECTION of E. J. Murphy, Los Angeles, as president and adoption of a six-point program, featured the annual convention of the Pacific Advertising Clubs Association, which concluded a four-day session at San Diego last week.

Mr. Murphy, district sales manager for Dictaphone Sales Corporation, who was vice-president of District 5, embracing Southern California, has long been actively identified with P. A. C. A. He succeeds D. R. Minshall, San Diego.

The six-point program to which the new administration is committed is:

1. Establishment of legislative committees in the six Western States comprising P. A. C. A. territory to work actively for legislation in the interests of advertising.

2. Decision to again defer definite action on the oft-recurring proposal to re-affiliate with the

Advertising Federation of America, Coast leaders being hopeful that eventually a mutually satisfactory working agreement may be devised that will bring the two organizations together.

3. Permanent establishment of a finance committee to control convention and organization expenses.

4. Provision for new classification permitting individual associate memberships for advertising men and women in communities that do not have organized advertising clubs.

5. Organization of "Advertising Study Groups" in small communities.

6. Re-dedication of the association's energies in support of truth in advertising.

The names of the other officers elected and mention of the selection of Seattle for the 1936 meeting appeared in **PRINTERS' INK** last week.

* * *

Jell-O Pushing Ice Cream Powder

Following improvements made in the product in the research laboratories of General Foods, Jell-O Ice Cream Powder, in a new package, is now being introduced nationally. The improved product is being backed by strong commercial plugs on the company's Jack Benny radio program and by other promotional material. Although Jell-O has marketed an ice cream powder for years, the new product has been so improved, according to C. L. Campbell, Jell-O sales and advertising manager for General Foods, that it is in effect a new item.

* * *

Scranton Club Installs Officers

The Scranton, Pa., Advertising Club has installed the following officers for the coming year: president, J. Arlington Rees, identified with outdoor advertising in North Eastern Pennsylvania; vice-president, William A. Schautz; secretary, George G. Marr; and treasurer, Benjamin L. Bevan.

* * *

Again Heads Worcester Club

C. Jerry Spaulding has been re-elected president of the Worcester, Mass., Advertising Club. Other officers are: Paul F. Goward, first vice-president; Charles H. Rosseel, Jr., second vice-president; George H. Spaunberg, secretary; and Leslie A. Goff, treasurer.

Return to C. E. Stevens Company

Roy S. Marshall has returned to the C. E. Stevens Company, outdoor advertising, with offices in Washington, Oregon and California, as manager, and his brother Burt Marshall has returned to the organization as assistant manager. Their headquarters will be in Seattle. Since leaving the company a year ago, Roy S. Marshall has been with the Roy Campbell Company and Burt Marshall with the Pacific Outdoor Advertising Company in Los Angeles.

* * *

New Accounts with Randall

The following new accounts, all of Detroit, have been placed with The Fred M. Randall Company, agency of that city: Stim-U-Dents, Inc., new dentifrice; Michigan Tool Company, using business papers; and the All-American Aircraft Show, using aeronautical publications, radio, newspapers, and outdoor and direct-mail advertising.

* * *

Has Padilla Point Oysters

Beaumont & Hohman, Inc., Seattle, has been appointed advertising counsel for the Padilla Point Oyster Company and Skinner & Eddy, who handle Padilla Point Oyster Soup. A national campaign is planned with media to be selected some time before the fall.

Why They Don't Buy

(Continued from page 10)

somewhere before the sale is made.

22. Product was out of style. Styles change rapidly and something new or different may have caught the public's fancy between the time the prospect read your advertising and saw the product in the store.

23. Product was out of season. The advertisement may have been seen when there was no particular need for the product. Out-of-season advertising can effectively build a desire and an acceptance, but actual sales usually have to wait for the proper season.

24. Old product was still satisfactory. This applies to garters, neckties and fountain pens as well as to the more obvious, automobiles, oil burners and vacuum cleaners. People become attached to products that have given and still are giving satisfactory service. They may be convinced that another product is needed or is superior, but it takes skilful selling and perhaps especially favorable trade-in allowances or terms to close the sale.

25. Floor sample was damaged. The particular item that the prospect inspects at the retail store may not be in perfect condition. Result: no sale.

26. Unit of sale was too large. When the prospect has never tried the product before she may hesitate to purchase a large box, or she may not have need for such a large quantity.

27. Label carried insufficient data. When the prospect finally gets the product in her hands or stands before it, there are likely to be many questions in her mind about its use. She may ask the salesman, but more often she will try to find the answer herself. If the directions are incomplete or complicated, she will hesitate to buy.

28. Package was unattractive. The colors may be inharmonious, the design may look old-fashioned

or the package may fail to appeal for some other reason.

29. Package was damaged. A torn label or a dented tin can create a bad impression.

30. Package was hard to open. The consumer may have had an unfortunate experience with this same type of container, having had difficulty in getting the top off or getting the product out.

31. They were afraid of opinion of salesperson. Some timid people are likely to be influenced by the possible disapproval of a salesperson.

32. They were afraid of high-pressure salesmanship. If they were sure they could walk into a store, find the product and examine it without being subjected to a high-pressure sales talk, many prospects would be turned into customers.

33. A friend disliked the product. A great many sales are killed because people have asked the man who owns one.

34. They were afraid of what friends would say. Friends might think they were extravagant or might belittle the purchase. Most of us have many times been stopped from buying certain articles because of this fear.

35. They were afraid of what husband (or wife) would say. This reason is closely related to price. It belongs well near the top of the list in importance.

36. They had no contact with satisfied users. The advertising may be convincing, the product may apparently live up to what is claimed, but if it represents a sizable investment the sale is helped if the prospect is able to find someone who has had satisfactory experience. Satisfied users are the finest kind of backlog for advertising.

37. They were afraid of style changes. Applies principally to apparel, but has been important factor in the sale of automobiles and other items.

38. *They decided to wait for further improvement in the product.* The product might be perfectly satisfactory as it is, but if new models have been announced regularly and new improvements featured, there will always be those who will wait to see if there are going to be further improvements. Air conditioning is suffering from this handicap today.

39. *Type of users of product created unfavorable impression.* Mr. Bemis may not want to drive the same make of car as his gardener. Mrs. Wiley might feel chagrined to find that her maid is using the same brand of perfume. There is considerable class feeling even in America.

40. *The weather was unfavorable.* The straw hat season theoretically starts in the middle of May, but no matter how good the advertising may be there won't be many straw hats sold if the weather is cold and rainy.

41. *Habit was too strong.* Joe Bemis may have been using Colgate's tooth paste for many years. It will be difficult to break this habit. The same applies to his cigarettes, his razor blades, his breakfast food and his newspaper. Psychologists would probably rate this as reason number one.

42. *Doctor's or dentist's advice was unfavorable.* "Ask your doctor or dentist" is dangerous advice in advertising. Professional men are human beings first of all and they have strong prejudices, likes and dislikes. They can and do influence the sales of food, clothing, house furnishings, real estate and almost anything that is advertised.

43. *Product was on "not recommended" list of consumer's advisory organization.* In actual numbers, the people who follow the advice of such organizations are not important, but these services have followers who buy or fail to buy entirely on their recommendations. As word spreads that a certain product is on the "not recommended" list, there is an indirect reaction on many not-quite-sold prospects.

44. *Product didn't bear seal of*

approval. The featuring by a competitor of the fact that his product carries the American Medical Association, Good Housekeeping Institute or other seal of approval may reflect unfavorably on those products not carrying these seals.

45. *They forgot to buy.* The advertisement has sold a prospect, but he may just plain forget to buy. He may be reminded later on by another advertisement or at the point of sale. It may be necessary to remind him many times before he finally buys.

46. *They couldn't remember name of the product.* Another reason why continuous advertising is important and why point-of-sale advertising can give the final push necessary to a sale.

47. *They couldn't pronounce the name of the product.* One of the greatest of all merchandising mysteries is the persistence of manufacturers in coining names that can be pronounced in several different ways. Fear of mispronouncing a strange name can prevent people from asking for it in the retail store.

48. *The advertisement didn't ask them to buy.* As in the case of the retail clerk who didn't ask for the order, an advertisement may do a fine job of arousing interest in a product, but fail to ask for any action. "Go to your dealer today" or "Try one" may be trite phrases, but they frequently are the psychological hooks that overcome the inertia that stands in the way of a sale. It is difficult to get a reader to do something about the desire the advertisement has created. If the advertisement asks them to buy, in some way, they may do just that.

49. *Advertising exaggerated.* Illustration or copy may have led the reader to expect more than the product actually had to offer. Illustrations even more than text are likely to be misleading. Women complain particularly of style advertising that makes a wash dress look like an evening gown. Untruthful advertising is another term for it.

50. *Guarantee was unconvincing.*

July 4
A sa
produ
lieved
stand
risk v
51.
vertis
tion
lowin
the a
favor
hand,
in w
dence
type
adver
the c
52.
paign
able
in pr
tiona
comp
favor
53.
rien
factic
way
dled
again
54.
a pr
pens
does
buy
does
prem
dama
55.
isfac
been
obtai
was
subs
buye
he r
expe
56.
rien
ucts
line
had
life
Wil
soup
cert
tate
pany
57.

A sale would be made of many products if the prospect really believed that the company would stand back of its guarantee, that the risk would not be entirely theirs.

51. *They lacked confidence in advertising medium.* Every publication or radio station has a following. People have confidence in the advertising appearing in their favorite publications. On the other hand, there are other publications in which they do not have confidence, due to unfamiliarity or the type of advertising carried. An advertisement may be judged by the company it keeps.

52. *Other advertisements in campaign offended them.* Objectionable advertising can destroy faith in previous sales messages. Objectionable advertising on the part of competitors may even have an unfavorable reaction.

53. *They had unfavorable experience with prize contest.* Dissatisfaction with the awards, or the way in which the contest was handled can build up a prejudice against a company and its products.

54. *Premium was undesirable.* If a premium is offered and it happens to be something that prospect doesn't need or want, he may not buy the product, even though he does need or want that. A shoddy premium particularly can do great damage to sales.

55. *Previous premium was unsatisfactory.* A product may have been purchased once in order to obtain a premium. If premium was unsatisfactory and even though subsequent advertising re-sold the buyer on the product once more, he may not be able to forget his experiences with the premium.

56. *They had unfavorable experience with company's other products.* A new product added to a line with which the prospect has had unfavorable experience starts life with a bad handicap. If Mrs. Wiley doesn't like the chicken soup put out under the name of a certain manufacturer, she will hesitate before trying this same company's tomato soup.

57. *Sample was too small.* This

can work two ways. Sample may not be large enough to give the product a fair trial, or sample may be so small that the recipient is disappointed. In either case, the result may be no sale.

58. *Competing product was featured by retailer.* The partly sold consumer may get as far as the retail store, intending to buy the brand advertised, but a special display of a competing product, perhaps at a special price, may change her mind.

59. *Competing product was better.* Once the prospect gets in the store she has an opportunity to compare competing products. It is here that advertising claims stand the acid test.

60. *Advertising by competitor was stronger.* One advertisement can be very convincing, but the advertisement of a competitor, seen afterward, can change the prospect's mind.

61. *They had a large supply of competing products on hand.* The day before Mr. Bemis listened to the tooth paste advertisement and was sold by it, he may have purchased six tubes of another brand. He is not in the market for more tooth paste now and by the time he is he may have forgotten about the other brand or been convinced by still another advertisement.

62. *They bought a non-competing product.* An advertisement for an accordion may influence a man to decide to buy one. Before he hands the money across the counter, he may decide to buy a new radio instead.

63. *They decided to try a brand new product.* Although the brand that has been effectively advertised may be familiar to the prospect and he has decided to buy it he may change his mind and decide to try a brand just placed on the market. No particular reason for this except the desire to try something new.

64. *They had never heard of the company.* Who makes it? This is sometimes the deciding factor. At such times those manufacturers who have advertised consistently

over the years reap the benefits of their persistence.

65. *They lacked confidence in stability of manufacturer.* Rumors about companies going into receivership, about their business sliding off, whether true or false, can and do have an effect on the company's sales.

66. *Inquiry was inefficiently handled.* A letter of inquiry to the manufacturer, if it is poorly or slowly followed up, can affect sales. The importance of handling every inquiry promptly, of handling coupons efficiently, cannot be overestimated.

67. *They were antagonized by political expressions of executives.* During times of stress, such as these, when party lines are tightly drawn and with elections bitterly fought, those manufacturing executives who enter the political arena, either to campaign for a candidate or to criticize the Administration or espouse a contro-

versial economic idea, stand a chance of damaging sales.

68. *They had heard stories about unfair treatment of employees.* Labor problems are not always local. They receive wide publicity in the newspapers and the public is likely to take sides. In addition, stories go about concerning the mistreatment of employees. These things are sometimes reflected in sales.

69. *They had unfavorable experiences as stockholders.* The great stock market crash has not been forgotten. Those who burned their fingers may still hold a grudge against the companies whose stock they owned.

70. *They had heard rumors about the product.* The famous false report of a case of leprosy being found in the factory of a cigarette manufacturer is typical. Such reports spread rapidly, do great damage to sales and are not quickly forgotten.



Heads Spokane Club

William J. Rusch is the new president of the Spokane, Wash., Advertising Club. Carl L. Hoffman has been elected first vice-president and Arthur W. Burch, secretary. Frank J. Zeorlin has been re-appointed manager by the following recently elected trustees: John L. Mathieson, Earl C. Green, C. H. Daiger, J. I. Kinman, C. K. Graham, B. H. Callison, C. A. Isherwood, Mark Hawkins and Wilbur King. Dorothy Potter had been chosen second vice-president and W. R. Reid treasurer at a prior meeting.



D. D. Smith Takes Over New Sales Post with Briggs

Don D. Smith has resigned as vice-president and general sales manager of the Richmond Radiator Company, New York, to become director of sales of the plumbing ware division of the Briggs Manufacturing Company, Detroit.



Typographers Elect

W. Rodney Chirpe was elected president of the Society of Typographic Arts, Chicago, at the recent annual meeting. Other new officers are: vice-president, M. Vaughn Millbourn; secretary, R. Hunter Middleton; treasurer Allan Parsons. Elected directors were: Faber Birren, Dale Nichols and Edward Schubert.

Oyster Growers Plan Campaign

An advertising and promotion campaign to increase the consumption of oysters is being launched by the Oyster Growers and Dealers Association of North America, Inc., involving an expenditure in excess of \$100,000. Various media will be used. N. W. Ayer & Son, Inc., is advertising counsel for the association which is composed of both growers and dealers in oyster-producing States on the Eastern Seaboard with headquarters in New Haven, Conn. Gordon Sweet is chairman of the committee on advertising of the group.



Piel Beer Account to Kenyon & Eckhardt

Piel Bros., Brooklyn, N. Y., brewery, has appointed Kenyon & Eckhardt, Inc., New York, as advertising counsel. Advertising plans will be announced following completion of a survey to be made by Kenyon & Eckhardt.



Joins Salt Lake City Agency

Fred K. Finlayson has joined the Ad-Craftsmen, Salt Lake City, Utah, agency, as account executive and director of radio advertising. He formerly was with the advertising department of the Salt Lake City *Deseret News* and, more recently, was with the Stack-Goble Advertising Agency, Chicago.

Who Uses This Slogan?

H. B. HUMPHREY COMPANY
Advertising
BOSTON, MASS.

Editor of PRINTERS' INK:

Will you please advise me if this slogan or phrase has been registered?

"The Doctor's Prescription"

OR

"Your Doctor's Prescription"

Somehow this has a vaguely familiar sound.

JULIAN L. WATKINS.

THESE phrases have not been registered in the PRINTERS' INK Clearing House of Advertised Phrases. If any reader recognizes either of the slogans specific information as to their use would be appreciated.

♦ ♦ ♦

Canadian Province Takes Paid Space

In a coast-to-coast newspaper campaign across Canada, the British Columbia Government is taking paid space to explain the reasons why that province is demanding a complete revision of the British North America Act and why loans are being sought to expand its public works and relief programs. Extensive space will be taken in all leading newspapers, according to Premier T. D. Pattullo. Radio broadcasts are also being used. In using paid advertising space, British Columbia is departing from the use of press agents and propaganda as formerly employed.

• • •

Directs Scott's Emulsion Newspaper Advertising

Luckey Bowman, Inc., New York agency, has been appointed by Scott & Bowne, Bloomfield, N. J., to direct their newspaper advertising on Scott's Emulsion. The bulk of the appropriation will be spent in radio which will be handled by Marshchalk & Pratt, Inc. Newspaper advertising outside of the radio territory will be handled by Bowman.

• • •

Appoints Campbell-Sanford

The Porcelain Products, Inc., Parkersburg, W. Va., insulators and a new all-wave antenna, has placed its advertising account with Campbell-Sanford Advertising Co., Cleveland. Business publications and magazines will be used.

• • •

Made Sales Manager, KFRC

The Don Lee Broadcasting System has appointed Owen Dresden as sales manager of KFRC, San Francisco.

*No job has yet
been too large
for us to deliver
on time!*

★

FAWN-ART STUDIOS
CLEVELAND • DETROIT • NEW YORK
PITTSBURGH • BUFFALO

WHAT qualifications are you looking for in a man?

Men of varied experience and ability advertise in these pages, seeking opportunity to sell their services.

The chances are you will find several likely candidates for the job by looking over recent advertisements. Many competent men have been located in this manner with a minimum of expense and trouble.

If you have any difficulty in finding a man to measure up to your specific requirements, locate him by advertising in PRINTERS' INK. It requires only a small expenditure to get in touch with really worthwhile men.

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by George F. Rowell
John Irving Rowser, Editor and President
1908-1933

PRINTERS' INK PUBLISHING CO., INC.
185 MADISON AVENUE, NEW YORK

ROY DICKINSON, President
DOUGLAS TAYLOR, Vice-President
R. W. LAWRENCE, Secretary
G. A. NICHOLS, Treasurer and Editor
C. B. LARRABEE, Managing Editor
R. W. PALMER, Associate Editor
ARTHUR H. LITTLE, Associate Editor
BERNARD A. GRIMES, News Editor
H. W. MARSH, Mgr. Readers' Service

EDITORIAL OFFICES

Chicago, 6 North Michigan Avenue; Andrew
M. Howe, Associate Editor; P. H. Erbes, Jr.
Washington, 1208 Carpenters' Building;
Chester M. Wright.
London, 30 and 31 Great Queen Street, W. C. 2:
McDonough Russell.

ADVERTISING OFFICES

Chicago, 6 North Michigan Avenue; Gove
Compton, Manager.
St. Louis, 915 Olive Street; A. D. McKinney,
Manager.
Pacific Coast: M. C. Mogensen, Manager.
San Francisco, Los Angeles, Seattle, Portland.

Subscription rates: \$3 a year, \$1.50 six months.
Canada \$4 plus duty \$2.00 a year. Foreign \$5.

NEW YORK, JULY 4, 1935

Spade Work

It is not of record that he spat upon his hands. But to George M. Verity, spade-wielding is no novelty that requires elaborate preparation. And to spade-work, the other day, he applied himself again. With the same silver spade that he drove into the soil to start the original plant back in 1910, the chairman of the board of Armco turned the first earth for a plant addition that is to cost \$3,500,000.

And there's a solid fact more eloquent and more evidential than pages of impassioned prose—or hours of rhetorical oratory or even a sporadic Congressional revolt against dictation.

Assigned a new batch of chores—among them a scheme for social reform misnamed a program for taxation—Congress lingers on. Neither the heat nor the humidity nor the threat of unconstitutionality seems potent enough to send the law-meddlers home; and we may hear yet of a Congressional project—possibly a constitutional amend-

ment—to coagulate this session, if not into immortality, at least into permanence.

And industry, rightfully skeptical of what may emerge when solons tackle the task of hammering out a Utopia with gavels, looks on with apprehension.

If we were to take time out for philosophic meditation, we could develop to amazing conclusions this observation: How America can take it!

What stupidity we can stand!

Of course, in this particular aspect of durability, we're not alone. As the Briton, Robertson, has pointed out: "For some inscrutable reason, economic improvement began to occur about the middle of 1932, and neither the swellheadedness of Germany, the flatheadedness of Great Britain, nor the feather-headedness of the United States will be able to stop it."

Although American featherheadedness is no Federal monopoly, it does seem to flutter to Washington. But the indicated expedient seems to be to ignore it; and to permit economic improvement, in spite of Congress, to proceed. For us law-consumers, there is spade-work, aplenty. We can't all be turning earth for new construction; nor can we all expect spades of silver. But for those who are willing to dig for business, there is more than enough digging to go around.

Unjust Enrichment

George H. Boldt, a smart Seattle lawyer, has dragged out an ancient legal principle that may have a vital effect upon future relationships of advertisers and advertising agencies.

Unjust enrichment is what he calls it. As is told on another page, he successfully used this principle in getting a court verdict in favor of a Seattle advertising agent who charged that a brewery had appropriated an idea that was

a part of the presentation he used in making an unsuccessful solicitation for the brewery's advertising account.

Unjust enrichment, if for a moment we may transfer the argument from the advertising agency field into our own, would work something like this: A writer submits a manuscript for publication. If the editor accepts it—as is sometimes done—pays for it, and the writer accepts the check, the deal is closed. But should the publication return the manuscript and later publish a book obviously containing some of the writer's material or ideas, the publisher would have been unjustly enriched. The writer then, according to the premise successfully used by Attorney Boldt in the Seattle case, would have grounds for taking legal action.

It is not strange that the modest news announcement about the Seattle suit made in last week's *PRINTERS' INK* should have created such sensational interest. For here is involved a contentious principle that is older than advertising and advertising agencies—almost as old as humanity itself.

There are only a few original jokes in the world. And of original ideas there are even fewer.

Nobody can expect to arrogate to himself all the benefits of his thinking—not even all the glory, to say nothing of the money that may be involved. But there is a difference between adaptation and appropriation. Here, it seems, is where Advertising Agent Ryan thought he had a case against the advertiser whose account he failed to get.

The lower court agreed with him. And if the higher courts confirm the verdict, life will be much brighter for advertising agents in general.

The extended report of the Seattle litigation, beginning on page 17, is

an impressive story. Mr. Ryan's little argument with the Century Brewing Association is based upon the latter's alleged misappropriation of the slogan "The Beer of the Century." Perhaps it may work around to be the case of the century as well. If so, it will not be the first time that long-standing and apparently hopeless controversies have been settled from small beginnings.

In the Dust Bowl

J. C. Mohler, secretary of the Kansas State Board of Agriculture, relays a few bits of news that will—or at least should—interest those readers of *PRINTERS' INK* who want to sell things to farmers.

One. The soil out in the Midwest "dust bowl" is now soaked to a depth of from two to four feet—not inches, but feet. It seems that they have been having quite a little rain in that section. "And this," he says, "is almost a guarantee of a good yield of wheat next year."

Two. Mr. Mohler has data indicating that the farmers in that section are buying agricultural implements so fast that the factories cannot keep up with the demand. It appears that they need the new machinery to use in planting "row crops" in a big way, to replace the wheat that burned out.

Three. Where are the farmers getting the money to do all this buying? They must have had it salted down somewhere, inasmuch as they are spending it. Mr. Mohler ventures the guess, however, that "the drought section was not as badly busted as some of the Easterners seem to think," and he is probably right.

Respectfully submitted to all and sundry with Mr. Mohler's compliments. His report, coming as it does from almost the exact geographic center of the United States,

is refreshing evidence of the ability of Americans to work out their own salvation—even under the handicap of too much "saving" attempted via politics.

Watch H.R. 8492

Although, truth be told, the issue has been all but befogged by words, the campaign being waged by Jerome D. Barnum, president of the American Newspaper Publishers Association, to delete from H.R. 8492 certain objectionable and indefensible provisions merits the support of all advertisers and all publishers.

H.R. 8492 would revise and extend the AAA. By bulletin to his fellow publishers and by letter to Secretary Wallace, Mr. Barnum has been carrying on a fight so to amend 8492 that: (1) it cannot levy a processing tax on newsprint; (2) it cannot empower the Secretary of Agriculture to interfere with advertising; and (3) if the act is declared unconstitutional, taxes collected under it will be refunded.

Thus far, the Secretary and the publishers' president seem widely at variance; and the chasm that bars a meeting of minds may be due to a temporary inability on the part of each to understand what the other is driving at. At its clearest, legal language is fairly opaque; and non-legal language *about* legal language has been known to throw the best of us.

But the broad purposes are plain. Remembering the revealed attitude of the Department of Agriculture toward advertising, Mr. Barnum views with understandable suspicion every possible opening through which hostile bureaucracy might find a way to translate attitude into action.

And the Secretary, if he will allay all suspicion, will make sure, to the satisfaction of all interested persons, that pending H.R. 8492 will *not* encourage dictatorship.

Hold 'Em, Yale!

Sometimes, even an axiom backfires. Among advertisers there is a combination of injunction and admonition that goes like this: Don't fight a trend—ride it.

As advertisers have discovered by violating it, the rule is sound. Flouting it has caused advertising to be blamed for failure when what really failed was judgment. He is doomed to discouragement who, with argument and persuasion, tries to induce a tide to run the other way.

But, mis-associated with that rule in the minds of many advertising men is another thought—a pseudo-axiom—whose effect is to sap appropriations and erase campaigns. It advises: The time to push is when the ball is going your way.

A commentator on the automotive scene, having meditated upon the fact that advertising has done yeoman service in distributing goods and raising the American standard of living, asks right pointedly:

"If all this be true, then why haven't companies continued to spend as much as possible to prevent declines in sales?"

Well, who knows? Perhaps the answer lies in that misbegotten principle of pushing only when the ball is going your way.

The time to push, we rise to remark, is *all* the time.

The time to push-harder is when the ball isn't going your way at all.

Football games have been saved because, with the ball in the shadows of our own posts, our stands have kept chanting: "Hold 'em, team!—Hold 'em, team!"

And defeat has been converted into victory because the team has dug in, and held, and held, and then, on a fumble by the other side, has broken through for a length-of-the-field touchdown.

The time to advertise hardest is when the going is toughest.

1935

even
back-
g ad-
n of
that
nd—

ered
und.
ising
when
ment.
ment
sua-
run

that
ver-
t—a
s to
am-
e to
our

tive
the
veo-
ods
ard

why
to
pre-

the
ten
the

re-

hen
all.
ved
the
our
old

ted
has
nd
de,
th-

is

MACFADDEN PUBLICATIONS • INC

ANNOUNCE THE FOLLOWING APPOINTMENTS:

HAROLD A. WISE

AS ADVERTISING MANAGER OF
LIBERTY

CARROLL RHEINSTROM

AS ADVERTISING MANAGER OF
TRUE STORY

WALTER HANLON

AS ADVERTISING MANAGER OF
MACFADDEN WOMEN'S GROUP

CURTIS J. HARRISON

AS ADVERTISING MANAGER OF
PHOTOPLAY

The Little Schoolmaster's Classroom

IN a world in which there is so much deadly seriousness in selling and advertising it is pleasant, now and then, to see an organization that uses a little good humor to put over a serious sales talk.

Such an organization is Thorsen

and yet so graphically as Thorsen & Ritchie.

For instance, note the table of desires herewith which describes various forms of coverage.

Attached to the folder was a postcard which, incidentally, may


Are these your desires?	Annual Cost to you under T & R Budget Plan	Possible Cost to you without T & R Budget Plan
1. I want to be robbed for.....	\$ 40.00	instead of \$1,500.00
2. If I must have stomach ulcers give them to me for.....	150.00	instead of 2,000.00
3. Please let me be sued for.....	80.00	instead of 10,000.00
4. Let me slip in the bathtub for..	50.00	instead of 1,500.00
5. I slice. Let me hit my caddy for	7.00	instead of 5,000.00
6. I want to die "at par" for.....	1,000.00	instead of 50,000.00
7. I'm careless. Let me lose things for	30.00	instead of 1,000.00
8. Let our house burn to ashes for	40.00	instead of 20,000.00
9. Please may our cook upset boiling water on her right leg (limb) for	20.00	instead of 1,000.00
10. Will you allow my car to burn fiercely for.....	10.00	instead of 1,500.00
11. Please let me drive home from my next class reunion for...	80.00	instead of 10,000.00
12. The guy who reads our gas meter doesn't watch his step —charge me.....	15.00	instead of 5,000.00
13. I am 40 years old. When I am 65 permit me to fish, golf, play bridge—and "hoist a few," for	500.00	instead of a lot more money

& Ritchie, Inc., which sells insurance. This company recently got out a folder called "Intelligent Nonsense" based on one of the wisest methods of selling; namely, getting the prospect to see your proposition from his angle. This folder describes various forms of insurance coverage. Of course, insurance advertisers for years have been stating their cases in terms of prospect problems, but few of them have done it quite so good-humor-

offer some suggestions to advertisers who are looking for something a little different in the way of reply cards. The copy on this card reads:

Check (✓) your desires!

- ☐ Sorry! My room-mate at Harvard is in the insurance business.
- ☐ Silly idea. Take me off your Mailing List. (OUCH!)
- ☐ You fellows have the right idea.

"Plug" Kendrick  says:

"Indianapolis Is Free . . . White . . . and 21

"WITH 92,700 radio homes, Indianapolis ranks 21st among American cities. And numerous surveys show WIRE with 65 to 70% of the local listeners.

"Now—if your schedule has over 21 stations—
AND Indianapolis is the 21st radio market—
AND 70% of this market prefer one station—
Shouldn't that station be on your schedule?"

Your Direct WIRE to Indianapolis Results . . .

WIRE
FORMERLY WKBF
IN INDIANAPOLIS

D. E. "Plug" Kendrick, Vice Pres. & Gen. Mgr.

Affiliated NBC Station

•
National
Advertising
Representatives:

PAUL H.
RAYMER
COMPANY

New York City
Chicago
San Francisco
•

You may call on me.....
at.....A.M.:P.M.

(I probably won't buy, but I
certainly will listen.)

☐ You ought to send your circular
to list of names I am enclosing.

My Name.....

My Address.....

Frequently in the Classroom the Schoolmaster has discussed change of pace. When a change of pace results in a little wise use of humor, as has been accomplished by Thorsen & Ritchie, effective advertising results.

• • •

Even with an allowance for those of us who like to pride ourselves on being good listeners, we all now and then want to say a few words. The Schoolmaster has commented before on the importance to conventions of having ample time for round-table discussion so that everyone who has some pertinent experience to contribute may do so.

He is glad to see another association falling in line and introducing speakerless sessions. Plans for the September gathering of members of the Financial Advertisers Association call for doing away with formal luncheon meetings. In their place will be substituted what might be described as topic tables. The same procedure will be followed evenings during the convention, thus affording members an opportunity to get ideas on problems that are of immediate concern to them.

Of course a major convention inducement always will be the caliber of speakers who are invited to talk on subjects on which they are recognized authorities. But nothing is so stimulating to attentiveness and attendance as the confident feeling that at a designated time and place one is going to be able to ask questions and get answers to one's everyday problems. It conceivably works good for all concerned and should some speaker overdo oratorically, his listeners will be patient in the knowledge that in due time the course of talk will flow into practical channels.

• • •

One of the best signs of a wise selling policy is often found in a

big corporation in the letters that it sends out to people who engage in out-of-the-ordinary correspondence. Every large company has the experience of certain consumers who pour their hearts out on paper.

One of the largest food companies has as a regular correspondent a woman who lives on a farm high up in the Green Mountains. Three or four times a year she writes to the advertising manager to tell him how things are going on the farm, what she has been doing recently and how much she enjoys talking with him through the mail.

The poor soul is lonesome, that is all. However, put a good, large credit mark in the book of the advertising manager who always answers her letters in the same folksy vein in which they are written.

The Schoolmaster was interested recently in a letter sent by the Dollar Line to a souvenir hunter who had stolen a phonograph record and, bitten by conscience, had sent in a check for the record plus interest.

The company's reply follows:

"Personally, this is the first time I have ever heard of a steamship company receiving 'conscience money.' On the contrary, the traveling public is more apt to feel the obligation is on our side, and such things as phonograph records, library books, thermos bottles and silverware, to say nothing of napkins, towels and bedclothing, are looked upon as legitimate prey. Therefore, your letter was a real treat to us. Accept the record with our compliments and permit us to return herewith your check."

Letters like this cost little effort to write but they cement good-will and show that a large corporation is able to handle the out-of-ordinary correspondence as it is the more routine types of letters.

• • •

Class member Edward S. Townsend of the Edward S. Townsend Company sends in an editorial from the June, 1935 issue of *Junior League Magazine*. It is written by Eleanor Hacker of Knoxville, Tenn., and is titled "In Defense of Advertising."

It is refreshing to find such a

friendly, spirited plea for advertising coming from the younger generation. Can it be that the so-called cynicism of youth, which was discharged against advertising, has suddenly found it more fashionable to turn against a lot of the silly criticism of advertising?

To give the Class an idea of the spirit in which this editorial is written, the Schoolmaster is quoting a couple of paragraphs:

"As for the matter of false impressions left by advertising, any company that puts out a product of national reputation is forced to keep that product at least up to a standard of harmlessness—a standard that would be only questionably maintained were we left to the mercy of a non-advertised, here-today-and-gone-tomorrow product. Out-and-out gold-brickers have never gone in for advertising. They want to keep what they have to offer as quiet as possible. The fact that a man is blowing a horn carries a certain assurance; at least you know where you can put your finger on him.

"Furthermore, modern advertising keeps business on its toes. When one automobile maker comes out with an improvement, the whole nation knows of it within a week, and other makers must immediately offer some new competing idea. We would probably get these new features eventually, but modern advertising is certainly an accelerating factor. New machinery for these changes is indisputably an expense to the manufacturing company. They would prefer, all things equal, to postpone the installation of such machinery, as long as possible, even if they were depriving the public of an advantageous improvement in their product. But, with modern advertising, they cannot hold out on the public for long; other companies will get the jump on them if they do."

• • •

A simple mailing piece sent to hardware dealers by the Minnesota Mining & Mfg. Co., cleverly plays up the order card.

The piece takes the form of a memo slip, headed "From Sales Promotion Dept.," with the company name and address. The center

• WANTED •

**ADVERTISING SALESMAN
OF HIGHEST CALIBER**

Company established and successfully operating over twenty years, strong financially, wants man accustomed to meeting and selling Executive Heads of large manufacturers.

Must have record of having earned over \$10,000 a year. Christian, between 35 and 50 years of age.

All replies will be respected as strictly confidential.

Give age, religion, education and chronological statement of experience, with last earnings.

Address: "PRESIDENT"
Box 120, Printers' Ink, New York

A JOB OR A CAREER
Which for YOU?

We can place a few capable men in a position to build themselves a permanent, profitable career with this old-established Company. Drop us a line today.

This unusual plan backed by

Experience	•	Resources
of 24 Years		\$24,000,000

FIDELITY
INVESTMENT ASSOCIATION

Offices in Principal Cities

Dept. No. P 1,
Wheeling, W. Va.

Gentlemen: Tell me about the Fidelity Plan. No obligation.

Name

Address

City

City preferred to work in:

OPPORTUNITY

For a reputable organization to secure thoroughly seasoned sales executive, who can plan, organize, develop sales along constructive lines. Built strong sales organizations, including route salesmen.

Valuable knowledge delivery problems, costs, Metropolitan area.

Exceptionally fitted beverage, food industry.

Address "H," Box 123, P. I.

EXECUTIVE ASSISTANT Now Available

Still awaiting his 25th birthday, he has already

—Spent 3 years as Exec. Secy. of city-wide social agency

—Edited-Published mail advertising magazine, showing profit each issue

—Written Manual on mail advertising and selling

—Conducted letter, booklet, house organ campaigns rated 100% by national publicity director.

Crack detail man; hard-hitting sales correspondent; publication promotion man; could make life easy for busy sales-adv. exec. Knows employee organization. Still in social work, but success in adv. shows much fuller career. For his "Autobiography" write "Mr. X," Box 121, Printers' Ink.

WANTED

Agency Account Executive

Fully recognized, well equipped, amply financed, medium-size agency, excellent reputation, high grade accounts, has opening for man who can develop immediate business. Pleasant surroundings; fair treatment and hearty co-operation assured. Liberal proposition. Address, in confidence, "E," Box 119, Printers' Ink.

BINDERS

To make the files of the Printers' Ink Publications more accessible we sell binders at cost. The Weekly holding twelve copies is \$1.25, postpaid, and the Monthly holding nine copies \$2.00, postpaid. These binders are an attractive addition to any desk or library.

of the memo is slit in two parallel horizontal lines, through which the order card is slid, held in place at the top by a small transparent hinge of cellulose mending tape.

On the strip of the memo that runs across the front of the card, the message is printed—"Please Use This Card to Help Me Help You Sell More Sandpaper and Related Items."

The paper of which the memo slip is made is light, leaving the back of the order card legible.

• • •

Certain products are always in danger of being thought of simply as common articles, divorced from trade names. Rope is just rope, pencils just pencils, friction tape just friction tape, and so on.

Now and then something is done about such a product. One of the more important results is that the consumer generally benefits, for only by letting him in on every angle of the question can the consumer be convinced that trade names are important.

The Boston Woven Hose and Rubber Co. is faced with a problem of this sort in marketing Bull Dog Friction Tape. In a recent bulletin mailed to dealers, the company has tried to make it clear that there is a difference in various makes of tapes.

It is important, after all, that some tapes can stand a strain up to thirty-seven pounds while others snap at twenty. It is important that some tape is full of pinholes and therefore not water-resistant. It is important that some tape ravel easily, ages quickly, and has greater or less great adhesive qualities than other tapes.

These simple standards are briefly explained. The bulletin is short—two pages; but the ultimate message is crystal-clear. The trend may be worth following for more than one manufacturer whose product has still to be differentiated from others in the field.

TORONTO
MONTREAL
WINNIPEG
LONDON

GIBBONS KNOWS CANADA

REGINA
CALGARY
EDMONTON
VANCOUVER

Regality, Discounted

THIS summer you can have the Imperial Suite on the *Berengaria* for \$673. Or, if you feel that you really ought start saving a nickel here and a nickel there, you can wait until fall and sail in emperor's style on the same *Berengaria* for \$640.50.

In either instance, also, you can consider yourself lucky. Back in 1929—when there were more emperors around than there are now—the *Berengaria's* Imperial Suite would have set you back \$1,437.50 in winter and in summer, \$2,012.50. And in any year, either of those two figures adds up to pretty expensive steamboat riding.

In a general, topsy-turvy price situation, the Cunard White Star Line is merchandising, not only the *Berengaria*, but also the *Majestic* and the *Aquitania* at bargain rates—and meanwhile is urging steamship agents to "trade up" voyages to the level of first-class travel.

To tell the agents all about it, Cunard has just brought out a booklet entitled "Startling Figures." The booklet sets forth comparisons in accommodation costs between 1929 and 1935. The copy, in part:

"During the years immediately following 1929, the trend of prices for things in general, of course, was downward. And lowered prices, in most instances, brought with them a reduction in commodity-quality. For the last year, however, the trend has been definitely reversed, with the result that continuous rising prices require consumers to pay today almost as much for many commodities as during the price-peak of 1929.

"While the price of almost everything else has moved upward, first-class accommodations in such ships, for example, as the *Majestic*, *Aquitania*, and *Berengaria* are so much less than 1929 prices as to be actually startling. . . ."

♦ ♦ ♦

Leaves "American Perfumer"

Thomas H. Davison, active for many years in cosmetic merchandising, has left the staff of *American Perfumer*, New York.

Classified Advertisements

BUSINESS OPPORTUNITIES

AUSTRALIAN MARKET FOR YOUR PRODUCT

Experienced investigator leaving in few weeks to make survey of market for American goods. Write for particulars. L. Skattebol, Box 1866, Seattle.

Small, well rated rug manufacturer desires contacting an exceptional salesman who has the ability and integrity to produce business in a consistent manner. Remuneration could be satisfactorily arranged. Replies strictly confidential. Box 743, Printers' Ink.

HELP WANTED

Advertising—Long Established, fully recognized agency offers attractive proposition to an Account Executive who can produce new business. Write fully, confidential. Box 744, Printers' Ink.

WANTED: Greeting card artists with creative ability who can do good working drawings. Write, giving experience and salary desired. Box 749, Printers' Ink.

WANTED: Layout artist and typographer, capable of making complete layouts and work schedules for high class magazine, fashion catalogues, promotion material, etc.; also selecting and criticizing art fashion work. Box 748, P. I.

A manufacturer of full line, high quality paint products, located in Philadelphia has open a position of Assistant to Advertising Manager. Must be competent in layout work, copy and mail promotion—no consideration given to applicants without paint advertising experience and knowledge of paint products. Single man preferred. Give age, experience, references and salary. Address Box 746, P. I.

MISCELLANEOUS

MULTIGRAPH, MULTICOLOR, ADDRESSOGRAPH

Ribbons Re-inked at lowest prices. Chas. Presner, 24 West 20th Street, New York. CHelsea 2-9722.

POSITIONS WANTED

I would like to interview the publisher of a good business paper needing an advertising solicitor or business manager. Have thorough knowledge of the business. Excellent experience, good record, wide acquaintance among advertisers and agencies. Now employed. Box 747, P. I.

AD MGR. or Asst. Wide experience with manufacturer, retailer, and agency. Clear and creative thinker, versatile writer, and specialist on sales correspondence. Employed as technical publicity director in chemical field. Married, under 30, Christian, good references. Modest salary. Prefer Philadelphia area. Box 750, Printers' Ink.

Advertisers' Index

	PAGE
Advertising Typographers of America	62-63
American Magazine	56-57
Ayer & Son, Inc., N. W.	1
Chicago Tribune	30-31, 96
Classified Advertisements	93
Curtis Publishing Co.	61
Des Moines Register and Tribune...	2
Detroit News	34-35
Fawn Art Studios, Inc.	83
Fidelity Investment Association	91
Francis Press, Charles	95
Gibbons Ltd., J. J.	92
Handy Picture Service, Inc., Jam..	77
Hawley Advertising Co., Inc.	71
Hearst International Advertising Service	18-19
Help Wanted "E," Box 119	92
Help Wanted "President," Box 120..	91
Louisville Courier-Journal, Times ...	27
McGraw-Hill Publishing Co., Inc.	42-43
Macfadden Publications, Inc.	87
Merrill Advertising Co., Inc.	59
Milwaukee Journal	6
New York Journal	22-23
New York Sun	11
New York Times	13
Philadelphia Inquirer	47
Pittsburgh Press	48-49
Position Wanted "Mr. X," Box 121..	92
Position Wanted "H," Box 123....	92
Printers' Ink	66-67
Providence Journal-Bulletin	5
This Week	38-39
Thompson Co., J. Walter	8-9
W I R E.....	89

No responsibility is assumed for any omission

Advertising rates: Page \$135; half page \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

Recipe Books for Men

PERHAPS there are more amateur chop fryers and salad mixers among business men than most people believe. One single column advertisement run recently in two essentially masculine magazines by the Southern Pacific Railroad featured that road's "Meals Select," dining-car service, and, more particularly, its "Casserole" and "Salad Bowl." No display emphasis was placed on the offer of a recipe booklet but in small type near the center of the column readers were told that the booklet was available to those who would like the recipes of the dishes used on the dining-car menus. To date, a total of about 2,000 requests have been received—and most of these are from men—with more coming in every day.

♦ ♦ ♦

New Addresses

Esquire and *Apparel Arts* are now located in the Esquire Building, 366 Madison Avenue, which is their new New York headquarters.

Wm. H. Rankin Company, 250 Park Avenue, New York, fifteenth floor.

Oswald Advertising Agency, Inc., Insurance Company of North America Building, Sixteenth Street and The Parkway, Philadelphia.

The Heywood-Wakefield Company, furniture, baby carriages, etc., has transferred its executive offices from Boston to its factory at Gardner, Mass.

Criterion Photocraft Company, commercial photography, 385 Madison Avenue, New York, effective July 6.

The Morehouse Publishing Company, Milwaukee, religious books and supplies for Episcopal Churches, and publisher of *The Living Church*, will have a branch office at 12 East 41st Street, New York, after July 15.

• • •

Death of H. M. Joyce

H. Merton Joyce, vice-president and manager of sales of the Great Northern Paper Company, died at Quogue, N. Y., on June 24, aged fifty-nine. He had been with the company, which he joined as a clerk, for thirty-five years, and at the time of his death was a director.

• • •

Plan Business Film Series

Louis Urpang is president of Fashion Magazine of the Screen, Inc., New York, which will produce a monthly series of talking business films, featuring nationally advertised products, which will be released for showing in department stores.

The Alviene

Manhattan School of the Arts and Culture

Founded 1894



Alviene Building
66 W. 85th St.
Between 8th and 9th Aves.
New York City

May 17, 1935.

Charles Francis Press
Print-Craft Building
New York, N.Y.

Honorary
Advisory Board
and Directors

Sir John
Martin Harvey
Brandon Tynan
Lawrence Langdon
J.J. Shubert
Marguerite Clark
Wm. A. Brady
PRESIDENT
Claude M. Alviene
SECRETARY
N.C. Irwin

Drama
Speech
Elocution
Musical Comedy
Dance
Vocal

Stage
Screen
Radio
Opera
Music
Fine Arts

Social Training
Personality
Course
Culture

Gentlemen:-

Here is a coincidence worthy of mention. I chanced to notice that on May 17th, thirty-five years ago today, we gave you our first printing order, the month and day of which, corresponds with the enclosed order for Ten thousand catalogs.

I believe we have made records. The Alviene, as giving printing orders to one firm for thirty-five years, and the Francis Press, as receiving them.

Splendid work and promptness like a magnet draws and holds clients.

Yours sincerely,

Alviene School of the Arts

WE acknowledge, with much pleasure, this voluntary tribute from the president of Manhattan's leading dramatic school. Needless to say, his satisfaction with our "splendid work and promptness" has never been lessened by our efforts to save him all needless production cost.

CHARLES FRANCIS PRESS

461 EIGHTH AVENUE AT 34 ST., NEW YORK

800,000

(TOTAL DAILY CIRCULATION)

... 79% MORE THAN ANY OTHER CHICAGO DAILY NEWSPAPER!

649,000

(CITY AND SUBURBAN DAILY)

... 60% MORE THAN ANY OTHER
CHICAGO DAILY NEWSPAPER!

and the lowest daily general milline rate!

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

P

VOL. CL

W

Why
candi
cookie
Why
syrups
tain
should
chocol

Wel
Robert
began
dered
to exp
velope
sold i
into
fudge
of wat
Fudge

Adve
NEW
LOND